

# The Executive SearchSource

*Bloom, Gross & Associates*

## **Jocelyn Hecht Biography**

Jocelyn Hecht joined Bloom, Gross & Associates, Inc. as an Associate in October of 2001, contributing close to 10 years of experience in executive recruiting, public relations and promotions to the firm's public relations practice.

Currently a Sr. Associate with the firm, Jocelyn has established long-term partnerships with many Bloom, Gross & Associates clients, particularly among top Chicago PR agencies and Fortune 500 companies around the country. Jocelyn has been an active participant in PRSA sponsorships and it's Young Professionals Organization on behalf of BG&A, and has participated in resume building workshops and speaker forums. She has twice been recognized with the firm's top performer award, in 2004 and 2005.

Before joining BG&A, Jocelyn spent three years as a Senior Recruiter with a search firm specializing in the placement of executives in areas of Public Relations, Sales Promotion and Advertising. During her tenure, Jocelyn not only completed many successful placements for her clients, but made significant contributions to the firm's team growth and new business development.

Prior to recruiting, Jocelyn began her career with two of Chicago's premier agencies -- Edelman Public Relations Worldwide and Wunderman Chicago -- where she served in a client service capacity working with such clients as StarKist Tuna, Heinz Pet Products (9-Lives Cat Food and Cycle Dog Food), and Taco Bell. At Edelman, Jocelyn was responsible for strategy and planning, media relations, event management, client relations, budget management, and the selection and hiring of spokespeople. She was the lead on the StarKist account during the reintroduction of Charlie the Tuna across the country, landing premiere media hits such as the Today Show, Wall Street Journal and The Tonight Show with Jay Leno, as well as many local affiliates. While at Wunderman, Jocelyn managed both national and local promotions for Taco Bell.

Jocelyn received her Bachelor of Arts in Communications from Bradley University in Peoria, IL with an emphasis in Public Relations and Advertising.

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