



## **FIorentino LANDS JOB WITH PRESTIGIOUS BOSTON-BASED, INTERNATIONAL PUBLIC RELATIONS AGENCY MSLGROUP**

*Curry College Public Relations Student Association's past president and alumna  
dives into her career as a public relations professional*

**MILTON, MA** (October 17, 2017) – While all students attend college to obtain a degree, many don't understand the importance of going above and beyond to make a presence and build a resume that prepares them for the next stage in life. Getting involved with various internships and communal activities helps students receive a job in their desired field post-graduation. This is exactly what Curry College Public Relations Student Association past president, Alexandra Fiorentino, did. Fiorentino consistently worked hard in the classroom and in her internship, and it recently paid off. Fiorentino recently accepted a position with MSLGROUP based in Waltham. Fiorentino is a Curry College alumna who graduated in May of 2018 as a communication major with a concentration in public relations. Since then, she has built up her resume and portfolio working in the public relations field. She joined MSL on September 4, 2017 as an Assistant Account Executive.

"I'm very excited to embark on a new opportunity with MSLGROUP," Fiorentino said. "Working with such a reputable agency has always been a goal of mine."

Fiorentino has many responsibilities as an Assistant Account Executive. She is in charge of drafting a wide range of written materials, securing media placements by actively pitching media, curating and keeping relationships with the media, developing content for social platforms, and assisting with event planning for tradeshow and special events. She is striving to become an Account Coordinator for MSL within a year.

"Alexandra was a staple of the CCPRSA organization," Geoffrey-White said. "She truly worked hard during her time as a student at Curry College and managed multiple internships and classwork very efficiently. Her hard work was also recognized in Spring 2017 when she was inducted into the *Alexander Graham Bell Honor Society*. She deserves this wonderful opportunity."

Prior to her position with MSL, Fiorentino served as a Junior Account Coordinator at John Guilfoil Public Relations in Georgetown, a position she attained immediately after her internship with the company. Her job at John Guilfoil Public Relations consisted of composing press releases and media alerts to clients, attending press conferences, and coordinating interviews between media and clients.

Fiorentino graduated Curry College in Milton, MA, with Bachelor of Arts degree. She still resides in the Greater Boston area, and enjoys spending time with friends and going to concerts.

### **About Curry College Public Relations Society**

Curry College Public Relations Student Association is a student-run organization that advises students, promotes internship opportunities, and hosts guest speakers from the industry on-campus monthly. The pre-professional organization brings individuals studying communication together with public relations, social media and marketing professionals. The organization encourages students to get involved with volunteer activities and holds weekly meetings that are open to all members with a passion for public relations. Currently, there are nine executive board members, but the Chapter is

seeking volunteers and participants. For more information, visit [www.facebook.com/ccprsa](https://www.facebook.com/ccprsa) or email [ccprsa@students.curry.edu](mailto:ccprsa@students.curry.edu).



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