

October 26, 2009

Holly Cirillo, PR Manager for GY&K, honored in an article by the Union Leader as a top “Woman at Work” in NH

Holly’s write-up appeared in a special section of the Union Leader in the Business Section of the paper on October 26, 2009. The special section did not appear online, so we have included our supplied photo and summary. To view an actual copy of the copyrighted article, please contact the Union Leader (<http://www.unionleader.com>) and reference the publication date and “Women at Work” section.

Section Title: WOMEN AT WORK: Meet some women who are balancing successful careers with a rewarding home life

“Never a dull moment.” These four words sum up the everyday life of Holly Cirillo. Her day job as a Public Relations Account Manager at Manchester marketing innovation company Griffin York & Krause puts her smack in the middle of communication strategy and programs for her clients. She never misses a beat. With her professionalism, dedication to the team, and consistent results delivery, you would think that work is her life. However, she has a secret: she is a master of many, including a devoted mother, wife, daughter, and sister, and she volunteers at her church – in her free time.

How does she do it?

“As a woman, I swear we come especially equipped to handle a lot more than we’d ever think we could. As of late, I’ve tried not to sweat the small stuff as much as I did in the past,” Cirillo said.

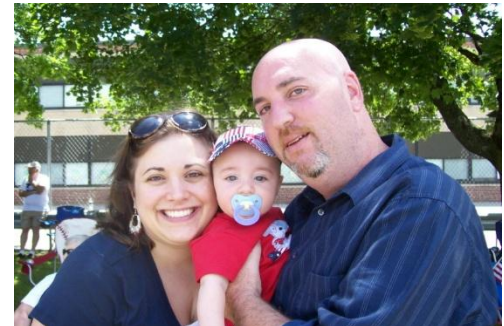
Each day at GY&K, Holly is tasked to monitor developments in industry and in the community and prepare rapid response if any of her clients are affected. She also works to pro-actively position her clients to get the most positive publicity that she can.

“Holly’s whole can-do attitude makes her an amazing asset to GY&K’s team,” commented Travis York, President of GY&K. “Her outgoing personality and true caring for each of our clients comes through in all that she does, and whether she is working towards a deadline, joining her colleagues for lunch or at an event after work, or relaying the weekend’s latest adventure, she is always at her best.”

“As a PR Manager, every day is different. It’s kind of like when I was a news producer,” said Cirillo. “I would get to work and stories would constantly evolve all day. So no day was the same. It’s a very similar experience with public relations and I enjoy the unexpected.”

Cirillo’s professional experience includes both agency and broadcast journalism stints, and makes Cirillo who she is today. She produced the “Fritz Wetherbee’s New Hampshire” segments for WMUR-TV’s “Chronicle,” and also spent several years as a news producer, crafting the 11:00 program “News 9 Tonight.”

A first-time mother, Cirillo is working to balance the demands of her job and that of her eight-month old son, Ryan. Each morning starts early with Holly and her husband, Jim, packing lunches and prepping for the day. Then the shuffle



Holly Cirillo
with son Ryan (8 months) and husband Jim

begins: childcare arrangements, commute to her office in Manchester from her home in Merrimack, focus on the day's demands, and then coordinate the evening events, which could include heading home for the evening, going to a professional networking event, or volunteering.

Cirillo has found a way to take a personal talent and use it for the benefit of others. As a trained singer, Cirillo was approached by members of her Merrimack church to see if she'd be interested in singing at Mass. After performing at weddings and funerals, Cirillo decided to become a cantor. She's now part of a rotation of weekend vocalists who lead the parish in song during services.

"It's a lot of preparation and dedication, but because it is a passion of mine, it doesn't seem like 'work,' and I really enjoy performing and giving back when I can," she said.

###