

Michelle Lamont

President, Lamont PR & Creative



Michelle Lamont is a leading public relations expert and president of Lamont PR & Creative. Her clients have worked with Bravo, WE, Style Network, TV One, Aspire. As a longtime entrepreneur, she knows the strategies and tactics to effectively leverage the media to benefit any size company or organization.

Speaking Topics

- PR: Everyone has a story, how to find your story and make it media-friendly.
- Use PR and social media to increase sales
- Understand how the media works, and it just may work for you.
- Free publicity for your business or organization

“She is smart, savvy, and knows how to get things done for her clients.”

– Ken Foote, Director of Programming at KTVT CBS 11



About



Michelle Lamont, president of Lamont PR & Creative, is an effective public relations professional who continually aligns media placement for her clients who are regularly featured in local, regional, and national media.

Michelle offers extensive experience in media relations and is in constant contact with top-tier editors, journalists, and producers. Her constant focus is to strategically find ways to meet editors' and producers' needs and stay in tune with the interests of their audiences. Her PR tactics transcend the standard press release to develop engaging pitch ideas for the media while keeping in line with her clients' brand positioning.

Michelle is dedicated to helping her community personally and professionally. When she launched her company, she made a commitment to provide pro bono account services to non-profit organizations. In 2011, she and LMCG provided PR for Dallas' Top Hats and Tails fundraising event benefiting a local animal rescue. On a personal level, she served on the Taste of the NFL host committee, which was responsible for the 2012 Dallas Cowboys Ultimate Tailgate Party benefiting the North Texas Food Bank; and was Media Chair for Silver Dollar at the Ranch (2010 - 2014) which raised over \$1 million for childhood cancers.

Past Speaking Engagements

My Forward Life Community for Women - *Build Your Personal Brand*

Women & Wealth Dallas: Going Social – *Leveraging Your Online Presence Through Social Media*

Dallas LEAN-IN – *Getting Press The Right Way For Your Organization*

American Business Women's Association – *Be Your Own Publicist*

Women's Alliance Luncheon Guest Speaker – *Women Entrepreneurship*


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