

Voler Strategic Advisors Hires Nine-Time Emmy Award Winner Beatriz Ferrari to Serve as Company's Communications Manager

Ferrari is an 18-year veteran news reporter

San Jose, Calif., (April 12, 2021) – Today, Voler Strategic Advisors has announced that they have hired nine-time Emmy Award winner and veteran journalist Beatriz Ferrari to serve as the company's Communications Manager.

Ferrari spent 18 years of her journalism career working at Univision KDTV 14 where she built her reputation as a fixture of the Bay Area press corps and won nine Emmy Awards. Previously, she reported for television and print media in Perú and Argentina.

“Beatriz Ferrari brings her impeccable resume and reputation to Voler Strategic Advisors,” said Perla A. Rodriguez, Chief Executive Officer, Voler Strategic Advisors. “Her talent and experience will allow for our firm to further establish our reputation as one of California's premier public relations firms.”

Highly fluent in English and Spanish, Ferrari is also an accomplished author and illustrator of more than 20 bilingual children's books that promote early childhood literacy.

As Voler Strategic Advisors' Communications Manager, Ferrari will be responsible for the development of client communications strategies with an emphasis on bilingual strategies. Additionally, she will lead media relations efforts for the firm.

Ferrari earned a bachelor's degree in Communications from the Universidad Nacional de Córdoba in Argentina.

About Voler Strategic Advisors: Voler Strategic Advisors is a full-service strategic communications firm offering public relations, crisis management, and communications strategies that help organizations achieve their full potential. At Voler, we believe that great communications drive great results. We offer solutions that are client-inspired, success driven and always inclusive of the communities that you serve.

For more information: www.volersa.com

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