

[The below piece is a press release I wrote for Betafits, Inc., an employee benefits firm based in Nashville, TN, announcing the appointment of their CEO to a local HR society's Board of Directors. By including this, I seek to demonstrate my ability to construct a useful publicity campaign that helps a company achieve increased credibility and visibility. The ability to relay news about a company is key in raising a company's profile, and can result in new business over time through positive name recognition. Constructing a solid press release is a way in which I use my creative acumen to tell a story that can be a powerful marketing tool to businesses in a variety of industries.]

Press release:

Matthew Prisco Appointed to Middle Tennessee Society for Human Resource Management Board of Directors

Issued by: [Betafits](#)

Date: Jan. 8, 2017

President of Betafits to Provide Strategic Direction for Middle TN SHRM Executive Committee

January 8, 2017 -- Betafits, a technology-driven employee benefits provider, is pleased to announce that Matthew Prisco, President of Betafits, has been appointed to the 2017 Board of Directors of the Middle Tennessee Society for Human Resource Management (SHRM).

SHRM is the world's largest HR professional society, representing 285,000 members in more than 165 countries. For nearly seven decades, the Society has been the leading provider of resources serving the needs of HR professionals and advancing the practice of human resource management. SHRM has more than 575 affiliated chapters within the United States and subsidiary offices in China, India and United Arab Emirates.

Prisco previously served as the Secretary-Treasurer of SHRM, working closely with the association's Executive Committee to organize monthly membership meetings, promote financially responsible employee benefit design and governance, facilitate dialogue between HR professionals and industry stakeholders, and foster new relationships within the Middle Tennessee business community. As a board member, he will help facilitate SHRM's 2017 strategic goals, and oversee the Middle Tennessee chapter's presence at the Annual SHRM National Conference held in New Orleans, LA in June of this year.

"Matt has been an engaged member of the Middle Tennessee SHRM chapter since joining in 2015, and we look forward to continuing our relationship with him in this new capacity," states Art Garrett, SHRM Advisory Board member. "His extensive knowledge of the employee benefits industry, and his passion for helping businesses make well-informed choices for themselves their employees, is one of the many reasons I know he will be a great addition to the board."

Prisco has nearly 10 years of experience in the retirement, investment, and employee benefits industries. He currently serves as the founder and President of Betafits, where he oversees all aspects of the company's daily operations, industry trend research, and client acquisition initiatives.

Prior to joining Betafits, Prisco served as Vice President of Long Island Employee Benefits Group (LIEGB). He is heavily involved with multiple technology and product start-up initiatives in the Nashville area, and maintains a strong presence in the Nashville Entrepreneur Center community, where he is a member. Prisco earned a Bachelor's in Sociology with a minor in Italian Studies from Princeton University where he graduated Magna Cum Laude. He also holds the designation of Series 7 and Series 66 securities licensure, and insurance licensure in the areas of Life, Accident, and Health.

About Betafits

Betafits' comprehensive employee healthcare and 401k services provides an innovative employee benefits solution at a fraction of the cost for small businesses. Since the company's inception in

2015, Betafits has succeeded in saving clients 30-50% off of their previous benefit plans. Through the industry's latest technology enabled programs, Betafits removes fees traditionally taken by brokers, often times hidden in expense ratios of investments or unnecessary fees from healthcare providers. Betafits currently serves dozens of Nashville area businesses and has been recognized by the Nashville Business Journal as a "Company to Watch" in the healthcare industry. For more information about Betafits, visit Betafits.com

For the latest company news, follow [@Betafits](https://twitter.com/Betafits) on Twitter.