

Becky Peterson
Public Relations Consultant

Becky Peterson specializes in media relations, writing and strategy and has worked for a variety of clients over the years including Eternal Reefs, Newell Rubbermaid, Macy's, Central Logic (via a relationship with Arland Communications), Discovery HD Theater, the Georgia Council on Developmental Disabilities, Tour de Georgia and the ING Georgia Marathon.

In addition to her years with Eternal Reefs, Peterson has worked with other companies in the environmental sustainability space including EcoSMART, EcoSense for Living, Little Me Tea, MH Salon, and Renmatix, largely through partnerships with Leesburg PR. With a strong consumer background, Peterson was previously public relations manager for Foley's Department Stores in Houston, Texas and held positions with the public relations agencies of Hill & Knowlton and Burson-Marsteller.

After working in the Atlanta market for about 15 years, she recently relocated to Indianapolis to be close to family. Throughout her career, Peterson has made it a priority to give back to the community. She was the 2013 and 2014 Membership Committee Co-Chair for PRSA-Georgia, the second largest chapter in the nation and was instrumental in growing that organization by more than five percent each year. Additionally, she was the PRSA-Georgia 2010 Professional Development Committee Co-Chair and won the September 2009 Chapter Champion Award. She has held board positions with Bike Alpharetta, a cycling advocacy group, and with the YMCA and United Way. She races sprint distance triathlons and currently sings with the Indianapolis Symphonic Choir. She holds a journalism degree from the University of Houston.