

## ZINIE SAMPSON

DIRECTOR

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A Baretz+Brunelle director based in Richmond, Zinie Chen Sampson has played a leading role in the communications and PR efforts of several major clients. She specializes in helping B+B clients showcase their knowledge before key audiences, building reputations in areas of strategic importance.

With extensive news media experience, Zinie excels at spotting key trends and fresh angles and incorporating them into distinctive, compelling storytelling. She has secured for her clients consistent, widespread placements in outlets including The New York Times, The Wall Street Journal, Bloomberg and The Washington Post, as well as a host of other media outlets.

Prior to B+B, Zinie worked for The Associated Press covering legal affairs and higher education. Her writing and editing skills, together with her news background, has enabled her to synthesize information and develop sharply focused content on tight deadlines. Her experience also helps her give clients insight into key crisis communications issues, as well as insight into journalists' perspectives, needs and deadlines in developing stories. On the pro bono front, she has worked to highlight the lifesaving efforts of Richmond Animal Care and Control, the city's open-admission animal shelter. Zinie is a graduate of the Ohio State University.



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