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Erica Proto Keane

Managing Director, New York



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Current Position

Erica Proto Keane is a Managing Director in the New York office of Hill and Knowlton. She specializes in the creating overall public relations programs for corporate and consumer-product clients, strategic media placements, special events and new business development. In addition, she frequently participates in client media training sessions.

Erica has worked on behalf of clients such as Compaq Computer, Staples, Ernst and Young, Ford Motor Company, The Gap, Banana Republic, E*Trade, Proctor and Gamble (Dawn), CNET, MySimon and Palm Beach.

Prior History

Prior to joining Hill and Knowlton in 1999, Erica was an Account Supervisor at a large New York agency. She has developed and implemented campaigns for The Scotts Company, PAM Cooking Spray, *Esquire* magazine, the Dreamworks television series *Spin City*, and Showtime Networks.

Previously, Erica worked at NBC News where she was the Senior Press Manager for *Today* and was responsible for generating all publicity for the #1 rated morning program and its anchors. In addition, during her tenure at NBC News, she was part of the

team that formulated and conceived MSNBC's publicity campaign for its international launch and worked in the media relations department of CNBC.

Other Information

Erica Proto Keane holds a Masters Degree in Mass Communications from Fordham University. She also holds a B.A. degrees in both English and Political Science from Roger Williams University.