

# Patty Cronin

## Senior Account Manager

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As a senior account manager with Taylor Johnson, Patty develops and implements media relations programs for local and national real estate-focused firms, also providing internal communications, crisis communications, social media and executive communications support as needed.

For more than 12 years, she led internal and external communications for a science college in Chicago, helping to promote its people, programs and accomplishments. This included securing coverage for the college's stories in such media as the Chicago Tribune, Chicago Inno, Crain's Chicago Business, WTTW's "Chicago Tonight," Huffington Post, Forbes, Fortune, Harvard Business Review, MIT Technology Review, Chemical & Engineering News, Popular Science, Popular Mechanics, Midwest Energy News and more.

Working with a team, she also wrote stories for a bi-weekly university e-newsletter; created content for and oversaw 10 departmental newsletters and social media channels; and provided content for and oversaw the college website and five department websites with 1,000+ assets. In addition, the team produced an annual 24-page science magazine highlighting key research and contributed content to other university marketing, fundraising, and community affairs outlets.

In earlier positions with other PR agencies, Patty managed projects and programs for such companies as Intuit, TechRepublic, Mather, Ameritech and McKinsey & Co. She has volunteered with the Chicago chapter of the National Organization for Women, Chicago National Alliance on Mental Illness, Connections for the Homeless, Feed My Starving Children, Midtown Educational Foundation, St. Leonard's Ministries and Cabrini Green Legal Aid.

Patty has a bachelor's degree in English from the University of Illinois at Urbana-Champaign and a master's degree in English from the University of Illinois at Chicago. She has a pack of amazing nieces and nephews and extended family and friends, and she lives with her partner Curt in Evanston.