

Robin Plous

Senior Account Manager

Growing up in a family where her father and grandfather both practiced law, it was only natural that Robin's first career aspiration was to follow in their footsteps and become an attorney. But she ultimately decided to use her advocacy skills in a different way: to promote people, companies and causes through the art of public relations.

Robin learned the power of public relations early on, during her high school years in Kenosha, Wisconsin. As a member of her school's student congress junior year, Robin assisted in organizing a blood drive that ultimately attracted so many donors that it set a national record. As president of student congress senior year, when the students failed to beat their previous record during the annual blood drive, Robin was disappointed that her local newspaper focused on that failure and not on the fact that through their efforts, the students had collected over 700 pints of desperately-needed blood for the local blood bank. It was then that Robin decided to apply her skills to ensure the right message would always be conveyed, no matter what the cause.

After majoring in public relations and graduating from Drake University, Robin began her career in public relations, working for agencies, in-house for SC Johnson and even launching her own public relations firm. She also earned an MBA from DePaul University.

Now a senior account manager at Taylor Johnson, Robin prepares and executes ongoing public relations programs on behalf of her assigned clients. She's responsible for writing news releases, bylined articles, social media posts and ongoing media relations.

When she's not working, Robin enjoys cooking and spending time with her family – daughter Abigail attends the University of Wisconsin – Madison, and Rachel is in high school. Robin is also an avid knitter.