

Traci Failla

Account Director

After spending her childhood in a small town outside Fort Wayne, Indiana, Traci was sure of one thing – that she wanted to live in a big city. She was attracted to the opportunities, the multitude of activities and the brisk pace of city life. And, as a resident of Chicago, where she now raises her own family, Traci achieved her goal.

After majoring in communications at Valparaiso University, Traci worked for a variety of public relations firms, including some of the nation's largest, and also operated her own agency profitably for 14 years. While a vice president at Ketchum in Chicago, Traci led an award-winning public service campaign for the Dave Thomas Foundation for Adoption that included media relations, franchise support, television and radio public service announcements, public appearances by Wendy's founder Dave Thomas and the issuance of an adoption-themed postage stamp by the U.S Postal Service.

Now an account director at Taylor Johnson, Traci develops and executes media relations and social media influencer programs for the firm's architecture, commercial real estate brokerage and development clients and has earned placements in major national outlets such as the Washington Post and Forbes.com, in addition to numerous real estate trade publications and local outlets. Her efforts have had direct and measurable impacts on her clients' businesses, resulting in additional business from key clients.

When she's not working, Traci enjoys writing – she's had short stories published in two literary fiction anthologies – and spending time with her husband, Paul, and two teenagers. The entire family is musical and everyone plays an instrument – or two or three. She also volunteers at PAWS Adoption Center with her children and does pro bono PR work on behalf of several organizations. Traci is a dog lover and owns a 3 ½-year-old cockapoo named Angus.