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## Biography Profile

**Toni-Mateo\***  
CEO & PR Executive Coordinator

**Toni-Mateo\*** is best known for his professional reputation of organizing some of the finest campaigns inside the world of corporate entertainment. As the CEO of his own PR Firm known as [PR-Franchise, Inc.](#), **Toni-Mateo\*** specializes in the business of public-relations, media management and real estate investment partnerships.

**Toni-Mateo\*** is an alumni of [St. John's University](#) with a Bachelors of Science degree in Business Marketing. He is also a member of the legendary Lambda Rho Chapter of [Phi Beta Sigma Fraternity, Inc.](#) (one of the infamous International black greek-letter organizations of Pan-Hellenic Council, Inc.). His corporate experience and credentials started from college working with executives of Fortune 500 companies such as: Chemical-Chase Bank, Citibank N.A., Vibe Magazine, Jive Records of BMG Music, Atlantic Records of Time Warner, Porter Novelli International PR Firm, Major League Baseball Corp., Microsoft Corp. and Northrop Grumman Corp. (AeroSpace Industry). He gained the respect as a freelance professional and point of contact in each of his responsibilities working as the right-hand ace to Senior VP's. Most of the duties included working in the areas of Human Resources, Advertising Sales, Special Events, Media Distribution, Guest Relations, Talent Coordination, Internet Marketing, and PR Strategies.

As the PR Executive Coordinator, **Toni-Mateo\*** is in charge of coordinating media relations, special projects, and strategic relationships on behalf of [established corporate-professional clientele](#). He's been qualified in public relations since 1995 and soon became a [business personality](#) most-recognized for his motivation, outgoing attitude and ability to multi-task media assignments and important people inside the business. He manages a low-profile with most mainstream media outlets. "Our mission as a PR Firm is to create stronger relationships with members of the media, clientele, celebrities and strategic alliances on a regular basis. [I'm focused on the buzz that makes clients successful, special events memorable & strategic partnerships valuable.](#)" He's

been [told to be the best in the game, well respected, & lives the lifestyle of a PR Trendsetter in the Business](#). "Our bottom line is to deliver hot news about clientele to the best people at the best time." In his definition public relations is the art of matching imagination vs. perception - delivering information to specific markets that benefits clientele and their respective audience (the ultimate win-win situation). "Our PR Firm is unique in terms of our influential networking power and representation of business projects produced by our clientele & partnerships."

**Toni-Mateo\*** is consistent, efficient w/ each plan to deliver results on media projects and managing relationships with some of the best known companies. Some of our [PR Firm's latest and greatest projects include](#): ABC's The Bachelor, BET Rip-the-Runway, Bernard Moore of BathHouse Swimwear Inc., Fashion Week 2G5, Cossette Prod. (Grammy Producers), Make-A-Wish Foundation Fundraisers, PR SpokesModel Media Campaigns, Tiara Dews (Miss DC), Freelance PHTGs (John Ricard, Wayne "Zoom" Summerlin, & Leo Marshall), Emmy Award Winner Make-Up Artist, Karen Dupiche and Film Directors (Paulie Paul Prod. of "Up in Harlem" and J.Swain Smilee Prod. of "City College 1991 Documentary"). PR-Franchise, Inc. holds the best rolodex of strategic partnerships and media-press lists by communicating through private [PR Release Invitations](#). Access to their signature launch parties and private events is restricted to RSVP or with [VIP GuestCards](#).

**PR-Franchise, Inc.** is a private based PR Firm specializing in public relations and media management of high-end programs produced by clientele across the globe related to special projects inside the business of corporate entertainment. Our PR Firm provides PR representation in charge of overall public relations activities and programs. The programs normally include media relations, community relations, corporate communications and strategic planning w/ special events. **CEO & PR Coordinator: Toni-Mateo\*** #516.298.3633 @ [www.PR-Franchise.com](http://www.PR-Franchise.com).