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## Guzman joins Espada PR

November 14, 2019



Espada PR announced that their new office in New York City to be directed by veteran publicist and marketing expert Wilson Guzman.

“We are thrilled to entrust Espada PR NYC to someone who we implicitly trust and admire. I’ve had the opportunity of working with Wilson in several campaigns and perfection is what he delivers. Certainly, Espada PR’s gold standard” said Jasmin Espada, Founder and CEO.

Wilson Guzman is an accomplished marketing communications professional with over 18 years of specialized expertise in Public Relations, Community Outreach and Event Management and vast experience in creating topspin promotions and event marketing programs. His work has been recognized by lead organizations in the PR industry, including the Public Relations Society of America’s “Big Apple” Award and the Hispanic Public Relations Associations “Bravo!” Award. Wilson now has an independent Public Relations consultancy, where he provides strategic communications leadership and executional support to Kai Kai Communications and d expósito & Partners. He also co-manages the public relations for the National Puerto Rican Day Parade, where he leads media outreach and manages media requests for A-list celebrity honorees.

Previously, Wilson was the Community Affairs Manager for NBC/Telemundo WNJU’s New York local station, where he led community outreach programs in partnership with key non-for-profit organizations for the betterment of the community. He also managed on-air talent appearances for key organization galas and outdoor activations.

Prior to joining NBC/Telemundo, he managed the Ronald McDonald House Charities HACER Scholarship Program. In this role, he oversaw all program aspects, including program partner acquisition, PSA development high school outreach, call center management, winner selection process and award ceremony planning and execution. He was also responsible for media relations, community outreach and event planning/execution for several blue-chip clients, including AARP (both headquarters and state offices), McDonald’s NY Metro Co-op, ConAgra Foods, Kraft, Lincoln Mercury, USPS, GlaxoSmithKline, and others.



For AARP, his work encompassed managing media relations, community outreach initiatives and special events to help generate awareness of AARP and its social mission programs while simultaneously building brand relevance and trust with the Hispanic community for the award-winning advertising agency, d expósito & Partners.

From 2001 to 2005, Wilson spent four years at The Bravo Group, where he was instrumental in implementing PR programs for clients like Banco Popular, GlaxoSmithKline, Kraft Foods, Lincoln and Mercury. His programs included a benefit concert featuring Salsa sensation, Marc Anthony, and a grassroots mobile health program with spokesperson Tejano singer Jennifer Peña.

Before joining The Bravo Group, Wilson worked in the fashion industry for Hartmarx, a world-renowned company. In this role, Wilson utilized his sales and merchandising talents to grow high-end labels such as Hickey-Freeman, Bobby Jones, Hart Schaffner Marx, Ted Baker, Pringles of Scotland, Austin Reed, among others. Additionally, Wilson traveled extensively supervising numerous fashion shows and photo shoots.

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