

about



Since it was founded in 2002 with an internationally acclaimed neurosciences research institute and local cooking school as its primary clients, Rebecca Heyl Communications has grown to provide public relations

expertise to local, regional and international organizations. Clientele — 99 percent of which are nonprofits — has included a national literacy foundation, animal welfare groups, and health and human service organizations.

With a strong alliance of accomplished professional associates, Rebecca Heyl Communications provides clients with personalized, at-the-ready attention. This team is committed to delivering meaningful public relations programs with measurable results. Clients have appeared in USA Today and many other print publications, on “CBS News With Dan Rather,” and local and national talk shows.

bio

Rebecca Heyl's award-winning career spans more than 20 years. She got her start at San Diego's top-rated public relations and advertising agencies serving such high-profile clients as WD-40, National University, California Lottery, Mail Boxes Etc., and the Olympic Training Center.

Her experience promoting nonprofits broadened during her seven-year tenure as the Director of Marketing & Communications for United Way where she promoted hundreds of local nonprofits. She has also worked with the America's Cup ('87, '88 and '92) and the San Diego County Board of Supervisors.

marketing
public relations
coaching
fundraising

Heyl founded Rebecca Heyl Communications specifically to provide marketing and fundraising support to nonprofits, associations and small businesses. To better educate her clients and the community on the efficacy of good communications, Heyl frequently volunteers her expertise speaking on these topics at conferences, seminars and classes offered to nonprofits through Nonprofit Management Solutions.

A graduate of San Diego State University and the winner of Tele, Emmy, and New York Film Festival awards, Heyl is proud to be acknowledged by clients and industry peers as a creative and energetic thinker.

capabilities

Rebecca Heyl Communications executes each client's message with clarity, originality, and style — locally, regionally, and globally. With its team of veteran writers, graphic designers, and public relations strategists, Rebecca Heyl Communications provides traditional publicity and media relations as well as strategic planning, branding, marketing, and fundraising support.

Whether it's an annual report or a case for support, a flyer or a strategic marketing plan, Rebecca Heyl Communications is renowned for enlisting client input and providing strategies that get results. This individualized treatment is the hallmark of the way business is done at Rebecca Heyl Communications.

Public Relations.
Personal Attention.

clients

Chicano Federation
City Heights Business Association
Clairemont Friendship Senior Center/LiveWell San Diego
CoverCo. Inc.
Ellesca Mediterranean Beauty Products
Escondido Humane Society
Family Literacy Foundation
Family Violence & Sexual Assault Institute
George G. Glenner Alzheimer's Family Centers
Great News! Discount Cookware & Cooking School
Kaiser Permanente's Get Fit San Diego
The Neurosciences Institute
NoIndoctrination.org
Partnerships With Industry
Rancho Santa Fe Foundation
Saint Clare's Home, Inc.
San Diego Food Bank
San Diego Society For Human Resource Management
Sprotte+Watson Architects
Timken Museum of Art
Valley Humane Society (Underwood & Associates)
Vietnam Veterans of San Diego
YWCA of San Francisco & Marin

curricula vitae

Rebecca Heyl Communications,
President
(2002 – Present)

Neurosciences Institute,
Communications Director
(2001 – 2002)

United Way of SD County,
Marketing & Communications Director
(1994 – 2001)

Phillips-Ramsey (Meads-Durkett),
Account Supervisor
(1989 – 1994)

San Diego County Board of Supervisors,
Press Secretary
(1988 – 1989)

America's Cup Organizing Cmte.,
Director of Public Relations
(1987 – 1988)

Nuffer, Smith, Tucker, Inc.,
Account Executive
(1984 – 1987)