

Trevelino Keller Launches Network for Freelances

ATLANTA—Trevelino/Keller Communications Group, an Atlanta-based public relations, social media and brand communications firm, has launched Free-Net, a communications network that supports freelance professionals in public relations, marketing and creative services. The new network will be part of the firm’s Ning community, PR Starbase.

“In the current business environment where the marketplace is full of exceptional talent, yet corporations continue to watch their spending, the demand is up for freelance talent,” says Dean Trevelino, principal of Trevelino/Keller. “At the same time, we understand that many of these companies will outgrow a freelancer’s capabilities within one to three years which is why we are launching a program with reciprocal benefits.”

Trevelino/Keller is identifying freelancers across several skills sets, which include media relations, investor relations, public affairs, technical writing, creative services, interactive programming, event managements, issues management, research, community relations and Hispanic communications; and industries including technology, lifestyle, food and beverage, green, healthcare and professional services.

Once a candidate has met standards outlined by the firm, the Free-Net relationship begins with private access to the Free-Net section of PR Starbase. Members must agree to a reciprocal referral fee agreement where the firm receives 10 percent for referrals to freelancers and freelancers receive 10 percent of fees for referrals to the firm.