

SoFlo Communications
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STUDENTS TAKE EXPERIENCE INTO THEIR OWN HANDS

Student-run PR/Marketing agency creates opportunity

TAMPA, FLA—Emerging from the USF Tampa campus, a group of students have created their own public relations & marketing agency. Walter Bernuy and Jami Koch have created SoFlo Communications, a student-run PR/marketing agency to give students the opportunity to gain real world experience.

Most business and communication students are told that they need at least 2-3 internships before they graduate. However, there are a limited number of companies willing to give students the chance to develop their skills. With SoFlo, students will have the opportunity to gain the experience that professors and advisors are suggesting is essential.

“I am committed to making SoFlo the most beneficial experience students can have. We will help each other grow and help businesses grow at the same time,” said Bernuy, one of SoFlo’s founders.

With the advice and help from Marx Layne, a Detroit-based PR agency, SoFlo has created a structure that will educate and guide incoming members and allow more experienced members to work directly with clients.

“Our staff of young professionals and students gives us a fresh vision. We are here not only to use the newest most innovative techniques but also to develop some of our own,” said Koch, co-founder.

With this new approach, SoFlo hopes to change the way marketing/PR services are offered and give students a head start in their careers.

To find out more information about SoFlo Communications visit www.SoFloComm.com