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## Vicky Vadlamani

SENIOR VICE PRESIDENT

Vicky Vadlamani is a Vice President in Mercury's public affairs practice based in Washington, D.C. specializing in issue advocacy campaigns, digital media strategy and grassroots organizing.

Adjunct Professor at Georgetown University

Served on Board of Directors of Washington Women in PR

Conceptualized and developed Mercury's proprietary Influencer Mapping tool

Identified as a DC Influencer by several notable publications including Marie Claire, The Hill, and In the Capital

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Vicky Vadlamani is a Vice President in Mercury's public affairs practice based in Washington, D.C.

She specializes in issue advocacy campaigns, digital media strategy and online grassroots organizing. Vadlamani provides comprehensive communications counsel that increases awareness, enhances reputations and mitigates risks. She is responsible for complete public affairs campaign management, including coordinating government relations initiatives with localized surrogate and third party advocate activities. She is an expert in digital communications strategy and leveraging new technologies to connect with target audiences. She conceptualized and developed Mercury's proprietary influencer mapping application, a tool that aggregates communities of targeted issue stakeholders, charts out how these communities are interrelated and details how much influence they have on a particular policy or issue.

Prior to joining Mercury, Vadlamani spent several years at the crisis communications firm LEVICK where she was responsible for digital strategy for a diverse array of industry sector clients facing critical issues management and crisis scenarios. Vadlamani's expertise includes full-scale web development, online community engagement and paid and earned media campaign management.

Earlier in her career, she managed digital solutions at a web-development firm that built online platforms for non-profit, membership and trade organizations and government agencies. As a consultant at the global media company Discovery Communications, Vadlamani increased consumer interaction using social media that resulted in viewership growth across the network's flagship channels. She began her career at a Madison Avenue advertising agency where she first learned the power of messaging and visuals to compel action.

Vadlamani currently teaches a graduate class in advanced digital marketing at Georgetown University and serves on the board of directors for Washington Women in Public Relations (WWPR).

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