

# THE SOUTH FLORIDA BUSINESS JOURNAL

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## MIAMI - DADE

### UP & COMERS

MAY 27, 2005

#### WINNER: JEANMARIE FERRARA



- **Title:** VP of public affairs
- **Company:** Wragg & Casas Public Relations
- **Web site:** [www.wraggcasas.com](http://www.wraggcasas.com)
- **E-mail:** [jferrara@wraggcasas.com](mailto:jferrara@wraggcasas.com)

- **Age:** 37
- **Born in:** Brooklyn, N.Y.
- **Education background:** B.S. in communications, University of Miami, 1990; J.D., University of Miami, 1993

#### ■ **Professional experience:**

The year Ferrara received her juris doctor, the newly minted associate found herself giving more and more time to the Dade County Bar Association's Young Lawyers Division public relations committee and to political campaigns.

"A career counselor at the University

of Miami's School of Law helped me realize that I could turn my hobbies of public relations and politics into a career," she said.

Three years after Ferrara started her law job, she joined Wragg & Casas. Within a few years, she became the PR agency's first director of public affairs. In December, the firm named her VP of the unit.

■ **Extracurricular activities:** Ferrara gives time to Leadership Miami; Leadership Florida; Project L.E.A.D.,

an adult literacy program; and the American Vitiligo Research Foundation, which works to help people affected by the skin pigmentation disease.

■ **Essay answer:** Inspired by a volunteer who spent three years teaching an adult

member of her immediate family to read, Ferrara is now helping a 46-year-old woman transform her life and the lives of her children by becoming literate. Ferrara said the work is her most meaningful volunteering accomplishment.

