



# ECONOEDGE PR

## MEET OUR PUBLIC RELATIONS SPECIALISTS:



**MARCUS  
LABUDA**

Marcus has been working as a PR Specialist at EconoEdge for just under a year. After graduating from Villanova University in 2025 with a B.A in Communications, he worked in the advertising department at Service Electric Cable & TV for around 5 years before joining our team. He is thrilled to take on his first campaign with at the agency for Five Below. Marcus specializes in client relationships, and social media marketing.



**VIVI  
MELKONIAN**

Vivi has been working as a PR Specialist at EconoEdge PR for just over two years. After graduating from Villanova University in 2024 with a B.A in Communication, Vivi worked as a communications specialist for RLM Public Relations in New York City before relocating to work with EconoEdge. Outside of work, Vivi is an avid true crime fan and has three dogs, including two dachshunds.



**GABBY  
PICCIRILLI**

Gabby has been working as a PR Specialist at EconoEdge PR for just about two years. She entered the field upon her graduation in 2025 from Villanova University, where she received a B.A in Communication with a focus in Public Relations and Advertising. She also received double minors in Creative Writing and Writing and Rhetoric. After many years of work in NYC in the publishing industry for Simon & Schuster and HarperCollins, she relocated back to her hometown of Philadelphia. Gabby specializes in PR writing and graphic creation for the agency. Outside of work, she is writing a novel!



**DEVIN  
RIVERA**

Devin has been working as a PR Specialist at EconoEdge PR for about two years. He graduated from Villanova University with a B.A. in Communication in 2024. Following graduation, he worked at Robert Half in New York City as a PR manager for about 4 years before joining EconoEdge. Devin specializes in trade media as well as press releases. Outside of work, he is an avid sports fan and enjoys going to different stadiums for games!



**KATIE  
TUBEROSA**

Katie has been working as a PR Specialist at EconoEdge PR for just over a year. She graduated from Villanova with a B.A. in Communication, specializing in Public Relations and Advertising in 2025. She began her career as an Account Coordinator with MikeWorldWide, and worked her way up to Account Supervisor before returning home to Philadelphia. Katie specializes in curating social media content as well as relationship building. In her free time, she performs in community theatre productions.

## OUR PHILOSOPHY

EconoEdge is a boutique communications firm that partners with businesses and organizations that seek to provide access to **affordable** resources and goods. Our agency delivers innovative and dynamic solutions to our clients with a focus on accessibility and expanding their reach. EconoEdge was

founded on the principles we like to call Our 3Rs:

**RESPECT, REPRESENTATION & RELATIONSHIPS.**

Our focus on building positive, strong connections between our clients and the media sets EconoEdge apart as an agency. This philosophy has generated substantial success for nearly **three decades** and amplifies our clients' outreach and capacity to reach communities across the nation.

