

ILLUMINATION PR HELPS SECURE TOP TIER PRESS AND EXPOSURE FOR BOARD-CERTIFIED DERMATOLOGIST

Before partnering with Illumination PR, board-certified dermatologist, Dr. Azadeh Shirazi, MD was struggling with securing brand collaborations and press features for her brands.

INTRODUCTION TO ILLUMINATION PR

Illumination PR is a full-service Public Relations and Marketing firm based in New York with a primary focus on serving those in the healthcare, beauty, lifestyle, wellness, travel and hospitality arenas.

Their team takes a modern approach to implement new and innovative methods to not only secure consistent, top-tier press for their clients, but increase brand exposure across all digital platforms.

By keeping up with the latest media trends, and the ever-changing world of digital marketing, Illumination PR is able to produce real results that contribute to the overall growth and success of the brands they represent.

DR. AZADEH SHIRAZI

Dr. Azadeh Shirazi, MD is a highly accomplished and respected board-certified dermatologist with an extensive background in research and education specializing in medical, surgical, and cosmetic dermatology.

Challenged with securing press and representation for herself and her brands, Dr. Shirazi was looking for a full-service Public Relations firm to assist in:

- Securing press features for AziMD Skincare
- Landing PR representation as a dermatology expert
- Increasing exposure for More than a Pretty Face Podcast
- Elevating branding
- Boosting website traffic
- Assisting on building an online platform
- Securing brand collaborations

Within two years of working with Dr. Shirazi and her brands, Illumination PR has been able to achieve:

- **312+** featured press articles
- **2.9+ billion** article impressions
- Representation in top outlets such as Forbes, Health, Vogue, Prevention, Today, Cosmopolitan, Insider, Women's Health, Men's Health, Healthline and more
- **10** partnerships with top brands and influencers
- Collaborations with top brands such as L'Oreal, SK-II, RoC Skincare, Rael, Stripes, Topicals and more
- **150%+** increase in website traffic

“ILLUMINATION PR HAS BEEN GREAT, ALWAYS THE MOST RESPONSIVE AND EASY TO WORK WITH. I’VE BEEN A CLIENT FOR THE PAST TWO YEARS AND IT’S BEEN THE MOST IMPORTANT ASPECT OF GROWING MY BUSINESS.”