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SHAYLA COPAS ANNOUNCES LAUNCH OF MARKETING & PUBLIC RELATIONS AGENCY

Little Rock, Arkansas - October 6, 2020 - Shayla Copas, national award-winning interior designer and entertaining author of Four Season of Entertaining announces the launch of an additional brand to her growing line up. The Hive Marketing and Public Relations is a boutique marketing and public relations firm specializing in the branding and promotion of companies and individuals in the creative industries and non-profit sectors.

Copas founded The Hive after years of searching to find the right representation. “I was looking for a boutique firm that understood the intricacies of marketing in creative industries. There are so many talented firms, but I knew there was also a space to create a more niche marketing agency,” explains Copas. “I had also spent years overseeing the branding, marketing and public relations for a large commercial construction firm with an annual sales volume of over \$300 million and wanted to bring what I had learned to help others build their brands.”

The Hive will focus mainly on marketing and public relations for influencers, construction firms, architects, artists, non profit organizations and interior designers. In addition to offering traditional marketing and public relation services, The Hive focuses on offering clients a strategic approach to brand development specifically through brand imagery and content development.

Recently Copas announced Malina Tabor had joined her team. Tabor will also be leading the marketing and public relations efforts at The Hive after years of corporate marketing experience and editorial work. “The Hive is such a unique concept because while we can provide any marketing or public relations services, we have a specific talent for creating strong brands through developing their image and building awareness,” said Tabor.

The Hive also has a division focused on nonprofit organizations and fundraising. Copas has years of experience planning large events specifically for nonprofit organizations. “I have always been involved with philanthropy and fundraising for nonprofit organizations so it was a natural fit to use my decades of experience to create a segment in the company to serve that market,” explains Copas.

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About the Hive

The Hive is a boutique marketing and public relations firm specializing in the branding and promotion of companies and individuals in creative fields and non-profit sectors. Founded by Shayla Copas, a marketing and content development expert, The Hive is a full service firm with a niche in brand development and a passion for creating strong brand presence.

About Shayla Copas Interiors

Shayla Copas, one of the South's most highly acclaimed designers and tastemakers, has created unique and innovative interiors for a wide array of award winning luxury residential and commercial clients throughout her 20+ year career. The Shayla Copas Interiors team believes in functional, polished, timeless design with a fresh, detail-oriented approach. Shayla Copas launched a top selling tabletop and entertaining book in April 2019, *Four Seasons of Entertaining*, highlighting the seasons featuring tabletop designs and recipes for events. In 2020, Shayla Copas released the Shayla Copas Collection, a furniture and home accessory collection in collaboration with Chelsea House and a textile collection with Polywood.