



The Garrity Group Public Relations Announces Makayla Roberts as Vice President

FOR IMMEDIATE RELEASE

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Los Ranchos, N.M. – The Garrity Group, a New Mexico public relations firm, announced today the promotion of Makayla Roberts to Vice President. Joining the firm in 2022, Makayla is a key part to the firm’s growth while continuing to help small businesses to be heard and large organizations to be understood.

Roberts has been with The Garrity Group for three years, advising clients on media relations, community outreach, and digital communications. A New Mexico native, she brings a deep understanding of the state’s culture, communities, and media landscape, using that insight to help clients build meaningful connections across Albuquerque and throughout the state.

“Makayla has a strong ability to understand our clients’ goals and help them make relevant connections in the communities they serve,” said Tom Garrity, president of The Garrity Group. “From supporting signature events to guiding small business and utility-scale infrastructure clients, she consistently helps organizations be heard and understood across New Mexico.”

Roberts holds a bachelor’s degree in social and behavioral science from Northern Arizona University, where she studied strategic communication with an emphasis in public relations. Her academic background and professional experience position her to lead integrated campaigns spanning traditional media, digital platforms, and community engagement.

“It’s an honor to step into this role and continue supporting organizations that make New Mexico such a unique place to live and work,” Roberts said. “I’m excited to build on our firm’s momentum, implement innovative strategies, and help our clients thrive.”

About The Garrity Group Public Relations

Founded in 1997, The Garrity Group Public Relations helps small businesses be heard and large organizations be understood. Based in Los Ranchos de Albuquerque, the firm is focused exclusively on New Mexico and is known for its work in media relations, issue and crisis management, and staging world-class events with measurable results. To learn more about The Garrity Group Public Relations, visit <https://garritypr.com/>.