



INTEGRITY IN ALL WE DO

Areas of Special Emphasis

Brand Awareness, Digital Marketing, Public Relations, Corporate Communications, Inbound Marketing

Education

Bachelor of Communication
Florida State University, Tallahassee, FL

SUNNY RICKS

Director of Marketing Communications

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Sunny Ricks joined Warren Averett in 2006 and is a Director in the firm's Marketing Division. With more than 25 years of marketing experience, Sunny works with Warren Averett's client service teams and niche marketers to enhance the firm's brand, visibility and communications. Within Warren Averett's marketing efforts, Sunny leads the Marketing communications team, which functions as an internal agency advising stakeholders and other marketers on topics like branding, media relations, advertising, publicity, websites, content, social media and collateral, as well as office-based and firmwide internal initiatives. Prior to Warren Averett, Sunny worked at The Zimmerman Agency, leading media relations, promotions and publicity for clients such as Diners Club, the Don CeSar Beach Resort & Spa and Florida's Emerald Coast. Sunny resides in Pace, Florida, with her husband, daughter and son.

Professional Affiliations

- Association for Accounting Marketing Member and Virtual Education Committee Member

Community Involvement

- Leadership Pensacola, Class of 2012
- Former United Way Loaned Executive

Ask Me About

- How a strong brand can build your business
- My experience in the public relations industry
- The latest trends in marketing
- Spending time on baseball field bleachers
- My job in country radio