



CORPORATE MEDIA KIT · 2026

GCPR Communications

A senior-led boutique public relations and communications firm — strategic media relations, reputation, positioning, cultural and brand communications.

Press contact — info@gcprhq.com · (201) 500-5455
GCPR Communications LLC · Bergenfield, New Jersey
gcprhq.com

COMPANY OVERVIEW

Who we are

GCPR Communications LLC is a boutique public relations, branding, and media firm headquartered in Bergenfield, New Jersey, serving founders, brands, and organizations across the New York-New Jersey corridor and beyond. The firm was founded by Lamarra Rice and is built as a senior-led practice: selective client roster, direct access to senior counsel, and work measured by outcomes rather than activity reports.

LEGAL ENTITY

GCPR Communications LLC (New Jersey)

FOUNDED BY

Lamarra Rice, Founder & CEO

HEADQUARTERS

Bergenfield, New Jersey 07621

EXPERIENCE

More than a decade of PR and communications experience

MEDIA

National media placement experience

MARKETS

Experience across multiple markets, domestic and international

PRACTICE MODEL

Senior-led boutique practice

PRESS CONTACT

info@gcprhq.com · (201) 500-5455

Positioning

- Senior-led communications practice — the strategist on the pitch is the strategist on the account
- Strategic media relations, reputation, positioning, cultural and brand communications
- Relationship-driven media work built on long-standing editor, producer, and journalist relationships
- Engagements begin with a senior-led consultation before any program is scoped

Related ventures — entity clarity

GCPR Communications LLC is the public relations and communications firm. SYNQ Technologies LLC is a separate company — a CRM and business operations platform — founded by the same founder; it is not a GCPR service line and does not provide public relations services. The GCPR Impact Foundation is the nonprofit arm associated with GCPR Communications and operates on its own charitable mission. These are distinct organizations and should not be described interchangeably.

FOUNDER

Lamarra Rice

Founder & Chief Executive Officer · GCPR Communications LLC

GCPR is founder-led. Every engagement is directed by Lamarra Rice, a Bronx-born, New Jersey-raised communications strategist with more than a decade of work at the intersection of media relations, reputation, and business development.

She has secured national placements for clients, counseled founders through reputation-sensitive moments, and built a specialized advisory practice for legacy jewelers in New York City's Diamond District — helping businesses with generational histories modernize their positioning without losing the credibility they spent decades building.

Her operating philosophy is simple: reputation is an asset, relationships are infrastructure, and clients work directly with senior counsel — not a junior account team.

Every mandate is scoped, staffed, and reviewed by the founder. Clients receive senior media judgment on strategy, message, and timing from the first conversation through placement — the standard GCPR was built to hold.

“Reputation is an asset. Relationships are infrastructure. The strongest businesses are built with intention.”

— Lamarra Rice, Founder & CEO

FOUNDER CREDENTIALS

Author

The Business of Being Seen: The PR Agency Playbook (Amazon)

Founder

GCPR Impact Foundation — the firm's nonprofit arm

Practice areas

Media relations · executive positioning · reputation counsel

Founder

SYNQ Technologies LLC — CRM and business-operations platform

Featured in

The Source · openPR · PRLog · Shoutout Atlanta

Based in

New York City metropolitan area · Bergenfield, New Jersey

Full biography, career timeline, and press archive: gcprhq.com/founder

CAPABILITIES

Core services

01 • Public Relations

Strategic PR · Media Relations · Product Launch PR · Crisis Communications · Corporate Communications

02 • Reputation & Authority

Executive Thought Leadership · Awards & Lists Submissions · Speaker Bureau & Keynote Booking · Reputation Management · Book & Author Marketing

03 • Brand & Audience

Influencer Marketing · Social Media Marketing · Marketing & Paid Campaigns · Podcast Booking & Tours

04 • Cultural & Experiential

Events & Activations · Entertainment & Talent · Brand Partnerships · Red Carpet & Event PR

05 • Digital Infrastructure

Search Engine Optimization · Website Design & Build · Client-experience systems · Virtual Staffing

Media relations & placement capability

- Media strategy and message architecture before outreach begins
- Targeted pitching to national, trade, regional, and cultural outlets
- Executive and founder positioning — bylines, interviews, panels, podcasts
- Press materials: releases, media alerts, briefing documents, and Q&A prep
- Media training and interview preparation for spokespeople
- Reporting tied to outcomes, coverage quality, and business impact

GCPR does not guarantee editorial coverage. Media placement outcomes depend on editorial discretion, news cycles, and outlet independence.

METHODOLOGY

How we work

01 Study

We embed in the business — audience, market, voice, and goals.

02 Imagine

Creative direction grounded in real audience insight, not assumptions.

03 Strategic planning

A clear blueprint mapping channels, messages, partners, and milestones.

04 Storytelling

Narrative built to resonate across media, social, and direct channels.

05 Verify

Measurement, learnings, and continuous optimization tied to outcomes.

Industries served

- Entertainment, music, and talent
- Fashion, beauty, and luxury retail
- Jewelry and the New York City Diamond District
- Hospitality, restaurants, and events
- Health, medical, and wellness practices
- Professional services, finance, and real estate
- Technology, software, and founder-led startups
- Nonprofit and community organizations

Selected work & approach

DIAMOND DISTRICT PRACTICE

Advisory work helping legacy jewelers modernize positioning and expand beyond wholesale.

FOUNDER POSITIONING

Executive visibility programs for founders in professional services and technology.

ENTERTAINMENT & CULTURAL

Artist and talent campaigns placing subjects in national music and culture outlets.

LAUNCH COMMUNICATIONS

Announcement and launch programs for new brands, locations, and products.

Client case studies, coverage samples, and references are available to media and prospective clients on request at info@gcprhq.com.

CREDENTIALS & RECOGNITION

Verified affiliations

- Apple Verified Organization (Business Connect) — GCPR Communications LLC
- Google Business Verification — active
- Member firm, Bergen County Chamber of Commerce
- Muck Rack — media database partner
- Stripe verified business · Google Workspace partner
- Public Relations Society of America (PRSA) — membership application pending

A full, continuously updated affiliations register is published at gcprhq.com/memberships.

gcprhq.com/memberships

Verified media & features

The Source · February 20, 2026

SHE BUILT THE GUEST LIST — a long-form profile of GCPR founder Lamarra Rice and the firm's operating philosophy.

[Read](#)

openPR · August 10, 2026

From Building a Business to Creating Opportunities: Lamarra Rice Prepares GCPR HQ for Its Next Chapter.

[Read](#)

Shoutout Atlanta · Founder interview

Founder Q&A on building GCPR Communications and the principles guiding the firm.

[Read](#)

Leadership

GCPR Communications is led by founder and CEO Lamarra Rice, supported by a hand-selected team of strategists, publicists, and operators. A dedicated media kit for Lamarra Rice is available at gcprhq.com/founder.

gcprhq.com/founder

BRAND & CONTACT

Press resources



Primary GCPR wordmark. Additional logo formats and approved brand photography available from info@gcprhq.com.

Media & press contact

PRESS EMAIL

info@gcprhq.com

PHONE

(201) 500-5455

ADDRESS

Bergenfield, NJ 07621, United States

WEBSITE

gcprhq.com

INSTAGRAM

[@gcprhq](https://www.instagram.com/gcprhq)

LINKEDIN

[linkedin.com/company/gcpr-communications](https://www.linkedin.com/company/gcpr-communications)

gcprhq.com

[instagram.com/gcprhq](https://www.instagram.com/gcprhq)

[linkedin.com/company/gcpr-communications](https://www.linkedin.com/company/gcpr-communications)

Usage notes: logos and photography in this kit are provided for editorial use in connection with coverage of GCPR Communications LLC. Please do not alter, recolor, or crop the wordmark. GCPR Communications LLC, SYNQ Technologies LLC, and the GCPR Impact Foundation are distinct organizations.