



OFFICIAL MEDIA KIT · 2026

GCPR HQ

GCPR Communications LLC

Lamarra Rice

Founder & Chief Executive Officer · Founder, SYNQ Technologies LLC · Founder, GCPR Impact Foundation
Author & Entrepreneur

"Reputation is an asset, relationships are infrastructure, and the strongest businesses are built with intention."



Media contact — info@gcprhq.com · (201) 500-5455
New York City metropolitan area · Bergenfield, New Jersey
gcprhq.com/founder

AT A GLANCE

Who she is

Lamarra Rice is the founder and Chief Executive Officer of GCPR Communications LLC, a boutique public relations and communications firm serving brands, founders, and organizations across the New York-New Jersey corridor. She is also the founder of SYNQ Technologies LLC, a CRM and business operations platform launched in private beta in June 2026, and the founder of the GCPR Impact Foundation, the nonprofit arm of GCPR Communications.

NAME

Lamarra Rice

TITLE

Founder & Chief Executive Officer, GCPR Communications LLC

EXPERIENCE

More than a decade in public relations and communications

MEDIA

National media placement experience

MARKETS

Experience across multiple markets

BASED

New York City metropolitan area · Bergenfield, New Jersey

ALSO FOUNDER OF

SYNQ Technologies LLC · GCPR Impact Foundation

AUTHOR OF

The PR Agency Playbook · Champagne and Crisis Calls

EDUCATION

Fairleigh Dickinson University — Metropolitan Campus

PRESS CONTACT

info@gcprhq.com · (201) 500-5455

Short bio (approx. 70 words)

Lamarra Rice is the founder and CEO of GCPR Communications LLC, a boutique public relations and communications firm serving brands, founders, and organizations across the New York-New Jersey corridor. With more than a decade of experience in public relations and communications, she has secured national media placements, advised founders through reputation-sensitive moments, and built positioning for emerging and established brands. She is also the founder of SYNQ Technologies and the GCPR Impact Foundation, and the author of The PR Agency Playbook.

Online

gcprhq.com/founder

linkedin.com/in/lamarrarice

instagram.com/lamarrarice

FULL BIOGRAPHY

The long form

Lamarra Rice is a Bronx-born, Bergenfield-raised entrepreneur, communications strategist, and the founder and CEO of GCPR Communications LLC, a boutique public relations and communications organization serving brands, founders, and organizations across the New York-New Jersey corridor.

Her approach to entrepreneurship was shaped by two distinct but complementary family legacies: ownership and service. Her father, a Harlem native and retired MTA driver, was also an investor and entrepreneur who owned a radiator shop in Manhattan and invested in real estate — giving Lamarra an early understanding of entrepreneurship as the creation and stewardship of assets. Her mother, a Queens native, worked while dedicating more than 16 years to humanitarian volunteer work supporting veterans.

After co-owning a public relations firm with partners and developing an extensive network of editors, producers, journalists, media professionals, and brand decision-makers, Lamarra launched GCPR Communications to build the firm the way she believed modern public relations should be practiced: senior-led, selective, relationship-driven, and accountable to outcomes rather than activity reports.

For more than a decade, Lamarra has worked at the intersection of communications, reputation, and business development. She has secured national media placements for clients, guided founders through reputation-sensitive moments, developed strategic positioning for emerging and established brands, and built long-term relationships across media and business communities.

Her work has also developed a distinctive niche advising legacy jewelers in New York City's Diamond District, helping businesses with deep histories modernize their positioning, communicate their value to new audiences, and expand into new markets without sacrificing the credibility they built over generations.

That experience became the foundation for SYNQ, a CRM and business operations platform launched in private beta in June 2026. SYNQ was developed from Lamarra's firsthand experience running a growing communications organization — managing clients and vendors, coordinating campaigns, overseeing operations, and balancing entrepreneurship with motherhood.

In 2026, Lamarra also founded the GCPR Impact Foundation, the nonprofit arm of GCPR Communications focused on expanding opportunity, communications access, and community development.

As a single mother of two, Lamarra's perspective on entrepreneurship is deeply practical. Her professional philosophy is rooted in a simple principle: reputation is an asset, relationships are infrastructure, and the strongest businesses are built with intention.

APPROVED PHOTOGRAPHY

Photography

The images below are approved for editorial use in connection with coverage of Lamarra Rice. High-resolution files and additional approved photography are available on request from info@gcprhq.com. Please credit GCPR Communications.



Lamarra Rice with her children — approved editorial portrait.



Lamarra Rice — approved portrait, 2026.

CAREER HIGHLIGHTS

Timeline

Early career

Co-owner, boutique public relations firm — built the media relationships, campaign discipline, and client-service standard that would later define GCPR.

Founding

Founder & CEO, GCPR Communications LLC — a senior-led boutique firm serving clients across entertainment, fashion, hospitality, health, finance, and technology.

Ongoing

Diamond District practice — specialized advisory work for legacy jewelers modernizing their brands and expanding beyond wholesale.

2026

Author, The PR Agency Playbook — the operating manual behind GCPR: how a boutique agency is built, priced, staffed, and scaled.

June 2026

Founder, SYNQ Technologies LLC — private beta launch of a CRM and business-management platform for agencies and independent operators.

2026

Founder, GCPR Impact Foundation — the firm's nonprofit arm across opportunity, education, community development, and communications access.

Areas of expertise

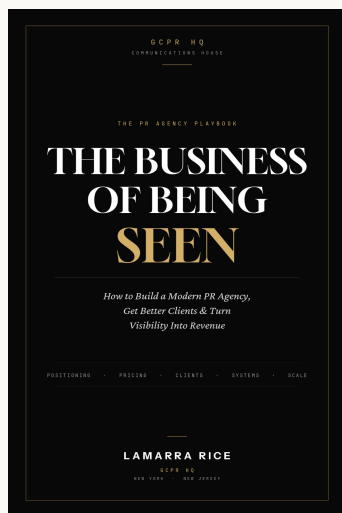
- Media relations and national media placement
- Executive and founder positioning
- Reputation management and sensitive-moment counsel
- Brand strategy and launch communications
- Entertainment, music, and cultural communications
- Luxury, jewelry, and retail communications
- Agency operations, systems, and technology
- Entrepreneurship and business development

Credentials & affiliations

- Fairleigh Dickinson University — Metropolitan Campus
- Founder & CEO, GCPR Communications LLC (Apple Verified Organization)
- Member firm, Bergen County Chamber of Commerce
- Founder, SYNQ Technologies LLC — women-owned business technology platform
- Founder, GCPR Impact Foundation

AUTHOR

Books



The PR Agency Playbook — cover.

The PR Agency Playbook

The operating manual behind GCPR — how a boutique agency is actually built, priced, staffed, and scaled. Written for founders and publicists who want a system, not theory. Available on Amazon.

[View The PR Agency Playbook on Amazon](#)

Champagne and Crisis Calls

A candid look at the realities behind publicity work — the glamour, the pressure, and the judgment calls that happen off the record. Kindle edition available on Amazon.

[Find Champagne and Crisis Calls on Amazon](#)

FOUNDER & ENTREPRENEUR

Three ventures, one thesis

GCPR COMMUNICATIONS LLC

Boutique public relations and communications firm.
Founder & CEO.

GCPR IMPACT FOUNDATION

Nonprofit arm focused on opportunity, education, community development, and communications access.

SYNQ TECHNOLOGIES LLC

CRM and business operations platform for agencies and independent operators. Private beta, June 2026.

OPERATING THESIS

Reputation is an asset, relationships are infrastructure, and the strongest businesses are built with intention.

VERIFIED MEDIA & FEATURES

Selected press

The Source · February 20, 2026

SHE BUILT THE GUEST LIST — Lamarra Rice, the Architecture of Access, and the Legacy of a Woman Who Refused to Wait

[Read the feature](#)

Shoutout Atlanta · Founder interview

Meet Lamarra Rice — Founder, Publicist, and Entrepreneur

[Read the feature](#)

PRLog · 2026

Lamarra Rice Expands Entrepreneurial Vision With SYNQ, a Business Technology Platform in Private Beta

[Read the feature](#)

openPR · August 10, 2026

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

[Read the feature](#)

Speaking & interview topics

- Building a boutique PR firm — pricing, staffing, and systems that hold
- Media relations in 2026: how founders actually earn national coverage
- Reputation as an asset: counsel during sensitive moments
- Founder positioning and executive visibility
- Entertainment and cultural communications
- Modernizing legacy businesses — lessons from the Diamond District
- From service business to software: building SYNQ from operator experience
- Entrepreneurship and motherhood without the highlight reel

Media contact

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LOCATION

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