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Saving Her Company and Helping Businesses, A Pandemic Success Story

HATTIESBURG, Miss. —Tiffany Q. Langlinais cried almost every day as she continuously lost clients during the March 2020 shutdown in New Orleans.

Almost two years later, Langlinais looks back at the COVID-19 struggles that helped her find success.



Langlinais, CEO and founder of Freret Napoleon, said her clients did not see a need for her public relations services during the pandemic. “My explanation was you need this more than ever,” Langlinais said.

“I lost so many people because they just couldn’t afford to pay me anymore,” Langlinais said.

Freret Napoleon and Langlinais’ livelihood were at stake, and she needed to work even harder to find clients.

“During the pandemic, I actually approached every single one of my clients and said, look as long as you can pay me your monthly retainer that we've agreed upon already, myself and my team are accessible to you, and we will help you with everything,” Langlinais said.

“At the end of the day, we’re a part of a community,” Langlinais said.

Langlinais made her team even more available to clients during the pandemic. Her hard work brings her success today.

“I don’t need to prospect clients anymore. People are finding out about me through word of mouth,” Langlinais said. I think that goes back to me building such strong relationships with my clients during the pandemic,” Langlinais said.

A graduate of Millsaps College with a business administration degree, she gained public relations experience by starting her own jewelry business, building her brand and realizing she could do this for others.

Langlinais then sold her jewelry company to found **Freret Napoleon**, a boutique for public relations and related services, which include:

- Social media, photography, videography and strategy
- Reputation control, crisis management, and influencers
- Media buying, graphic design, product placement and partnerships

When asked for advice in pursuing a PR career, Langlinais recommended creating relationships to draw upon later. She also said storytelling is important.

“It’s so important to actually connect a consumer to the entity that is a person. People want to support businesses because of the people that are behind it,” Langlinais said.

Langlinais said one challenge of the PR field is that it always changes. However, Langlinais said the best part of being in the field is her connections in the New Orleans community.

For more information about Langlinais, visit <https://www.linkedin.com/in/tiffany-langlinais/>

To learn more about Freret Napoleon, visit <https://www.freretnapoleon.com/pagehistory>

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