



Rebecca Frank

Vice President, Research & Insights, News/Media Alliance

Rebecca Frank is Vice President of Research & Insights at the News/Media Alliance. She is focused on understanding the needs and behaviors of news audiences, to inform the work the Alliance does on behalf of its members. She has a background in market research, digital analytics, data analysis, social media, and marketing strategy.

Prior to joining the Alliance, she was the Senior Manager of Audience Experience and Acquisition at SmartBrief, a business publisher based in Washington, DC. She helped launch the Global Strategy & Analytics Group at the public relations firm Burson-Marsteller, working with Fortune 50 brands to develop online reputation monitoring tactics, as well as proprietary audience research and analysis tools. Her previous work also includes audience research and strategy in the public health, automotive and pharmaceutical sectors.

Rebecca graduated from Tufts University with a B.A. in Political Science and Economics. Originally from the New York City area, she currently resides in Alexandria, Virginia.