# Praytell appoints Miranda Mitchell to accelerate UK expansion with integrated global strategies



New York-based creative communications agency Praytell has appointed Miranda Mitchell as managing director for its UK operations, marking a significant step in the firm’s targeted expansion in the region. Mitchell, who previously held the role of managing director for Edelman UK’s consumer practice and has an extensive background at agencies including The Brooklyn Brothers, Mischief, and Frank PR, is tasked with elevating Praytell’s presence beyond its "micro-agency" status over the past four years.

Mitchell’s appointment follows an 18-month period during which she collaborated with Praytell on key UK strategic initiatives, such as acquisition research and new business development. Her formal leadership role is expected to spearhead growth, helping the agency deliver integrated services for global clients, working closely with teams in the US and Australia. Praytell currently operates a UK team of seven, including associate director Mark Lewington, who manages relationships with brands like AllTrails, Kindred, and Native Instruments. The agency is actively pursuing new business, reportedly awaiting outcomes on several pitches that could bolster its headcount.

This expansion is driven by increasing client demand for coordinated support across both UK and US markets, underlining the agency’s recognition of the importance of cross-border capability in a globalised media landscape. Praytell works internationally with a diverse client roster that includes Sonos, Clairol, Destination Canada, BWH Hotels, the Singapore Tourism Board, Air New Zealand, and Citizen. Recently, Praytell was named global communications agency of record for BWH Hotels, responsible for brand awareness and loyalty programmes reaching 62 million members worldwide.

Founded by Andy Pray in 2013 and acquired in 2016 by the employee-owned agency network Project, Praytell has built a reputation for its consumer PR prowess, as recognised in 2022 by industry accolades. The agency has championed progressive workplace models, including the adoption of a four-day workweek from 2021, a move praised by founder Pray as pivotal to employee wellbeing and work-life balance. Such initiatives have underpinned Praytell’s recognition as one of the best places to work in 2023, with employees valuing the agency’s people-focused leadership, commitment to diversity and inclusion, and culture of mentorship and learning.

Mitchell joins Praytell amid wider strategic moves by Project to enhance its presence across the EMEA region, including the appointment of other senior leaders at affiliated agencies and acquisition of creative firms. Praytell’s UK office will collaborate closely with these wider EMEA teams on integrated campaign opportunities, reflecting a concerted effort to build a cohesive international offering.

Praytell’s founder and CEO, Andy Pray, expressed optimism about Mitchell’s role, highlighting her modern and relevant leadership style, mentorship qualities, and strong client relationships. He anticipates her influence will significantly advance the agency’s ambitions in the UK and beyond, formalising a role that blends creative expertise with strategic growth.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.prweek.com/article/1924045/ex-edelman-md-joins-praytell-supercharge-uk-expansion), [[2]](https://www.provokemedia.com/latest/article/pr-agency-praytell-picks-new-managing-director)
* Paragraph 2 – [[1]](https://www.prweek.com/article/1924045/ex-edelman-md-joins-praytell-supercharge-uk-expansion), [[2]](https://www.provokemedia.com/latest/article/pr-agency-praytell-picks-new-managing-director)
* Paragraph 3 – [[1]](https://www.prweek.com/article/1924045/ex-edelman-md-joins-praytell-supercharge-uk-expansion), [[3]](https://www.provokemedia.com/latest/article/account-news-in-brief-%28march-10-2025%29)
* Paragraph 4 – [[1]](https://www.prweek.com/article/1924045/ex-edelman-md-joins-praytell-supercharge-uk-expansion), [[4]](https://www.provokemedia.com/events-awards/agencies-of-the-year/2022-agencies-of-the-year/global-pr-agencies-of-the-year-2022/consumer-pr-agencies-of-the-year-2022), [[7]](https://www.prweek.com/article/1405737/project-acquires-brooklyn-based-pr-firm-praytell)
* Paragraph 5 – [[4]](https://www.provokemedia.com/events-awards/agencies-of-the-year/2022-agencies-of-the-year/global-pr-agencies-of-the-year-2022/consumer-pr-agencies-of-the-year-2022), [[5]](https://www.mmm-online.com/home/channel/agencies-brands-tackle-post-pandemic-employee-wellness/), [[6]](https://www.prweek.com/article/1848989/best-places-work-2023-praytell)
* Paragraph 6 – [[1]](https://www.prweek.com/article/1924045/ex-edelman-md-joins-praytell-supercharge-uk-expansion), [[2]](https://www.provokemedia.com/latest/article/pr-agency-praytell-picks-new-managing-director), [[7]](https://www.prweek.com/article/1405737/project-acquires-brooklyn-based-pr-firm-praytell)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.prweek.com/article/1924045/ex-edelman-md-joins-praytell-supercharge-uk-expansion> - Please view link - unable to able to access data
2. <https://www.provokemedia.com/latest/article/pr-agency-praytell-picks-new-managing-director> - Global PR agency Praytell has appointed Miranda Mitchell as its new managing director for the UK, reflecting the agency's commitment to international expansion and targeted growth in the region. Mitchell was previously managing director at Edelman in London from 2019 to 2021, where she led the UK consumer brand practice. She also served as managing partner at The Brooklyn Brothers and founded Papercity Communications. Over the past 18 months, she has collaborated with Praytell on strategic UK initiatives, including acquisition research and new business development. Mitchell's appointment follows a series of strategic hires and promotions across Project, the agency's parent company, to bolster its EMEA offering. The UK team, including associate director Mark Lewington, works with brands such as AllTrails, Kindred, and Native Instruments. Mitchell expressed enthusiasm about joining Praytell, highlighting the team's tenacity, creativity, and passion. ([provokemedia.com](https://www.provokemedia.com/latest/article/pr-agency-praytell-picks-new-managing-director?utm_source=openai))
3. <https://www.provokemedia.com/latest/article/account-news-in-brief-%28march-10-2025%29> - In March 2025, Praytell was named the global communications agency of record for BWH Hotels, encompassing WorldHotels, Best Western Hotels & Resorts, and SureStay Hotels. The agency is tasked with driving brand awareness, engaging key audiences, and supporting BWH Hotels' loyalty programs, which serve 62 million members globally. Praytell will manage media relations, thought leadership, and integrated communications initiatives across North America, APAC, EMEA, and LATAM. The partnership began in February 2025 following a competitive RFP process. ([provokemedia.com](https://www.provokemedia.com/latest/article/account-news-in-brief-%28march-10-2025%29?utm_source=openai))
4. <https://www.provokemedia.com/events-awards/agencies-of-the-year/2022-agencies-of-the-year/global-pr-agencies-of-the-year-2022/consumer-pr-agencies-of-the-year-2022> - In 2022, Praytell was recognised as a leading consumer PR agency, reflecting its significant growth and impact in the industry. Founded by Andy Pray in 2013, the agency has expanded its presence with offices in New York, Los Angeles, Chicago, San Francisco, Austin, London, and Melbourne. Praytell's client roster includes Anheuser-Busch, Estee Lauder, Zappos, and Shopify, among others. The agency has also been noted for its commitment to diversity, equity, and inclusion, increasing BIPOC representation from 38% to 42% in one year. Additionally, Praytell adopted a four-day workweek in September 2021, which has been well-received by both clients and employees. ([provokemedia.com](https://www.provokemedia.com/events-awards/agencies-of-the-year/2022-agencies-of-the-year/global-pr-agencies-of-the-year-2022/consumer-pr-agencies-of-the-year-2022?utm_source=openai))
5. <https://www.mmm-online.com/home/channel/agencies-brands-tackle-post-pandemic-employee-wellness/> - In September 2021, Praytell adopted a four-day workweek, conducting two three-month tests before formalising the plan in spring 2022. Founder Andy Pray described the move as 'the most impactful thing we have done as an agency,' aiming to provide employees with a better work-life balance. Surveys indicated 100% client and employee buy-in, with an understanding that employees may still need to work on Fridays for client events or crises. The agency has also divested most of its leases, using offices for new business and social gatherings, and offers a mix of major in-person and smaller virtual gatherings. ([mmm-online.com](https://www.mmm-online.com/home/channel/agencies-brands-tackle-post-pandemic-employee-wellness/?utm_source=openai))
6. <https://www.prweek.com/article/1848989/best-places-work-2023-praytell> - Praytell has been recognised as one of the best places to work in 2023, with employees praising the agency's people-focused leadership and commitment to diversity, equity, and inclusion. Staffers appreciate the environment where they feel seen and valued, leading to good work and happier clients. The agency's consistent 'raise-your-hand mentality' allows people to stretch and grow, with mentorships and the Paradigm Learning Platform providing coaching and training. Employees also commend Praytell for adopting cutting-edge technology and incorporating AI education for employees and implementation for clients. ([prweek.com](https://www.prweek.com/article/1848989/best-places-work-2023-praytell?utm_source=openai))
7. <https://www.prweek.com/article/1405737/project-acquires-brooklyn-based-pr-firm-praytell> - In August 2016, Praytell was acquired by Project, an independent, employee-owned agency network. Praytell retained its brand and continued to operate under the leadership of founder Andy Pray and his core team. The acquisition aimed to provide Praytell with access to Project's roster of clients and to integrate Praytell's PR, social strategy, and digital capabilities into Project's offerings. Financial details of the deal were not disclosed. ([prweek.com](https://www.prweek.com/article/1405737/project-acquires-brooklyn-based-pr-firm-praytell?utm_source=openai))