

NICOLE PULCINI MASON

Be First | Be Right | Be Genuine

I believe the three golden rules of crisis communication apply to all communication and marketing. When sharing information, companies should always be first, controlling the message and telling their own stories. This is accomplished by being responsive and agile, allowing an organization to control its brand and story. Additionally, it is imperative that the information shared be accurate. There are few things more embarrassing and damaging to a company's reputation than releasing incorrect information, especially concerning itself. Finally, authenticity resonates with today's audiences. When a brand demonstrates humanity and genuineness, audiences respond in-kind. Fake, overly prepared communications can be off putting and ineffective.

I credit my success to this philosophy and my hard work. I have extensive experience in the public relations, marketing and communications arenas while serving as the Director of Community Affairs for a large, human service nonprofit in Central Florida and as an independent consultant.

Communications & Public Relations

- Public Information Officer - Served as PIO and spokesperson, coordinating and responding to information requests timely, accurately and legally
- Media relations - Established and maintained relationships with key media outlets
- Corporate communications - Created and distributed internal and external communications for storytelling, branding, recruitment, and information sharing
- Government liaison - Single-point-of-contact for local, state, and national government representatives, furthering legislative initiatives and educating government leaders
- Brand management plan - Produced and executed branding standards, messaging parameters, standardized rhetoric, talking points, policies and procedures
- Crisis communication - After tragic situations, lead response to crisis situation, including news interviews, internal communication, and partner coordination
- Stakeholder engagement - Formed and harnessed relationships with community partners, customers, leaders, businesses and donors
- Messaging - Conceived and generated communications to tell stories, humanize corporation, share success stories, and promote products
- Material creation - With support from creative services, developed printed, digital, written, and graphic materials
- Special events - Planned, promoted, and executed special events

Marketing

- Marketing plan - Produced tailored, strategic marketing plans for individual clients and corporate employer encompassing paid traditional and online advertisements, as well as organic/earned media
- Market research - Conducted market research to assess threats, opportunities, demographics and competition for clients and nonprofit employer
- Content creation - Directed and carried out strategic content creation plan for various platforms
- Website - Designed and maintained corporate and clients' websites directly and indirectly, through third party providers
- Social media - Utilized organic and paid social media to meet established goals
- Materials - Designed, edited, and produced collateral materials, including but not limited to annual reports, fliers, invitations, reports, presentations, direct mail cards, business cards, signs, etc.

Leadership

- Served as leader and advisor to staff, subcontractors and Board of Directors for all marketing, public relations, event planning, fundraising, and communications
- Responsible for created and adhering to department budget and marketing budget for previous employer and current clients
- Tracked and reported defined metrics related to social media, budgets, response, inquiries, traffic and more
- Collaborated with staff, community partners, leadership, Board of Directors, and clients to produce the best work
- Participated in and led strategic planning and SWOT analysis
- As Director of Community Affairs, led direct-report, staff team and teams who did not directly report to me, establishing cross-functional partnerships
- Counseled and supported leadership, constituents, Board of Directors and staff members with media interviews, presentations, video interviews, and storytelling
- Managed and held accountable third-party agencies and vendors to accomplish outlined goals

I am interested in partnering with companies to enhance their messaging and marketing. Creating dynamic relationships and raising awareness is what I do best. I am excited for the chance to utilize my leadership, communication, and marketing skills to further your company's strategic goals.

Respectfully yours,

Nicole Pulcini Mason