

# NICOLE PULCINI MASON

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Marketing and communications professional specializing in strategic communications, social media marketing, brand management, relationship building, media relations and project management. Implemented and managed research-based foster parent marketing campaign worth \$250,000, resulting in a 78% recall messaging rate and the licensing of over 100 foster families in 2016-17. Boasts an 89% earned media landing rate.

## PROFESSIONAL WORK

### Owner/Operator | Reach Brand Management

May 2017 - Present

- Performed market research to determining key competitors, opportunities, and threats developing a marketing plan within designated budget, timeframes and goals
- Multi-channel social media management and advertising for clients to extend branding into social media arenas and recruit new customers
- Harnessed Facebook and Instagram advertisements driving website traffic, brand recognition, new customer sign-ups and phone calls
- Trained and managed clients' staff members to recognize, capture and create social media content
- Content creation and editing - blogs, web content, press releases, editorials, materials, etc.
- Designed and editing client websites to effectively communicate with visitors resulting in customer acquisition
- Managed and collaborated with marketing vendors

### Director of Community Affairs | Kids Central - Ocala, FL

February 2013 - December 2017

- Partnered with Foster Care Department to implement research-based foster parent recruitment marketing plan, including brand management, foster parent communication, media engagement and marketing plan, resulting in 200% more teen beds, 13 new homes in Citrus County and 128% increase in new homes over 2015/16 fiscal year
- Trusted communication professional with demonstrated verbal and written communication skills, including ability to write in multiple styles—AP, blog, feature, technical, executive, and presentation
- Redesigned corporate website, program website, and a landing page, including but not limited to, sitemap development, content writing, and ongoing website management
- Developed and implemented corporate communication strategic plan, resulting in a 24% increase in net fundraising for 2014-15 fiscal year and a 10% increase in net fundraising for 2015-16 fiscal year
- Supervised contracted marketing company to design and produce collaterals—brochures, rack cards, fliers, programs, direct mail, advertorials, etc.
- Managed print, radio and TV advertisements
- Utilized social media marketing to drive traffic to website, blog, and landing pages
- As member of senior leadership, created Balanced Scorecard, Business Plan and Strategic Plan to achieve organizational outcomes
- Implemented marketing tactics to enhance organization's statewide reputation

- Created cohesive brand and implemented brand management policies to protect it
- Established and maintained stakeholder relationships with business partners, community service leaders, local families, donors, media outlets, civic groups, etc.
- Supported Board of Directors and provided direction and leadership to BOD Community Development Committee
- Provided videography and photography services

### **Communications Coordinator | Kids Central – Ocala, Fl**

October 2011 – February 2013

- Redesigned and reinvigorated child abuse prevention campaign, End Kids' Tears, to increase public exposure, community involvement, awareness and fundraising
- Transformed three Facebook pages from misused outlets to constituent engaging platforms aligned with corporate communication goals
- Redesigned foster care portion of website including content, tracking mechanisms, secure request more information, and first person testimonials resulting in more customer contacts
- Produced a monthly, internal e-newsletter; the quarterly foster care newsletter; and two, quarterly external newsletters
- Member of Community Development Committee and five children's alliances
- Monitored and updated web platforms to communicate with key stakeholders (clients, donors, and community members), increase web traffic, and stimulate engagement
- Built and maintained community partnerships throughout five counties

## **EDUCATION**

### **University of Central Florida** *Master of Nonprofit Management*

2010 – 2013

### **University of Florida** *Bachelor of Arts in English*

2005 – 2009