



Nicole Dellerman

Brand, Marketing & Creative Strategy Leader

Brand Strategy • Integrated Marketing • Storytelling & Content • Experiential & Partnerships

Portland, Oregon | Remote • hello@nicoledellerman.com • [linkedin.com/in/nicoledellerman](https://www.linkedin.com/in/nicoledellerman) • Portfolio: [nicoledellerman.com](https://www.nicoledellerman.com)

Brand, marketing and creative strategy leader with 20+ years of experience building audiences, shaping brands, developing campaigns and creating stories and experiences that connect organizations with people. Career spans brand strategy, integrated marketing, content and copywriting, experiential marketing, partnerships, audience development, media, retail, business development, commercial real estate, nonprofits and entrepreneurship. Combines audience insight, strategic thinking, storytelling and hands-on creative execution to move ideas from research and positioning through messaging, campaign development, production and launch. Experienced working with executives, business owners, cross-functional teams and community partners to turn business objectives into marketing people want to engage with.

Core Expertise

- Brand Strategy & Positioning
- Integrated Marketing
- Marketing Strategy
- Audience & Consumer Insights
- Creative Strategy
- Campaign Development
- Brand Storytelling
- Copywriting & Brand Voice
- Content Strategy
- Experiential Marketing
- Strategic Partnerships
- Audience & Community Engagement
- Sponsorships & Activations
- Strategic Communications
- Cross-Functional Leadership
- Creative Production

Selected Impact

\$225,019 raised in two days – Helped turn personal stories, partnerships and live content into an integrated Children's Miracle Network campaign that drove record community response.

20% increase in restaurant traffic – Developed an experiential marketing campaign connecting strategy, branded content, events and community engagement to measurable business growth.

Millions of annual page views – Developed localized content and audience-growth strategies using timely, audience-focused storytelling.

#1-rated programming – Helped build top-performing local media brands through audience strategy, storytelling, partnerships and cross-platform content.

Experience

Independent Marketing Consultant | Brand, Marketing & Creative Strategy

Nicole Dellerman | Remote | Jun 2026 – Present

- Provide independent marketing and creative strategy consulting for businesses and organizations seeking stronger positioning, clearer messaging, greater audience connection and additional strategic or creative capacity.
- Develop brand strategy, audience positioning, messaging frameworks, integrated marketing plans, content strategies, campaign concepts and partnership opportunities aligned with business objectives and customer needs.
- Write and develop copy across websites, email, digital, social, audio, promotional materials, presentations and integrated campaigns, adapting voice and messaging across audiences and channels.
- Support projects from research and strategy through creative development and execution, combining senior-level strategic thinking with hands-on writing, concepting and production.
- Advise business owners and leadership teams on brand storytelling, content, customer experience, audience engagement, partnerships and marketing opportunities designed to strengthen awareness, connection and growth.
- Incorporate emerging creative and AI-enabled tools into research, ideation, writing and workflow development while maintaining human-led strategy, judgment and brand voice.

Marketing Coordinator | Integrated Marketing, Brand & Content Strategy

Pacific NW Properties — Portland, OR | Dec 2025 – Present

- Lead integrated marketing initiatives supporting brand positioning, business development, leasing, tenant engagement and relationship growth across a commercial real estate portfolio.
- Translate business priorities, property information and audience needs into marketing strategies, messaging, campaigns and customer-facing communications.
- Partner with executive leadership to develop campaigns, communications, events and audience-facing brand experiences supporting organizational priorities.
- Develop marketing assets and content across digital, print, email, video, photography, presentations, promotional merchandise and experiential collateral.
- Manage property storytelling and vacancy marketing across websites, digital campaigns, photography, video and Matterport virtual tours to strengthen leasing visibility and differentiate properties.
- Develop tenant communications, onboarding materials, events and relationship-marketing initiatives designed to improve clarity, connection and customer experience.
- Built reputation-marketing initiatives that increased 5-star Google reviews and strengthened digital brand credibility.

Director of Business Development & Marketing Strategy

Valuation & Appraisal Firm — Remote/Los Angeles, CA | Mar 2024 – Nov 2025

- Led business development and integrated marketing strategy targeting business owners, attorneys, financial professionals, estate stakeholders and other high-value audiences.
- Developed positioning, brand messaging, client presentations, marketing collateral and strategic communications translating complex professional services into clear, audience-relevant narratives.
- Built targeted B2B campaigns across digital, email, networking, relationship marketing and in-person channels to support client acquisition and brand visibility.
- Conducted market research, prospect analysis, audience segmentation, CRM/database development and targeted list building to improve messaging, outreach precision and opportunity generation.
- Cultivated strategic partnerships and referral relationships through executive networking, private meetings, presentations and personalized communications.
- Supported complex consulting engagements involving business financials, valuation materials, fraud-related documentation and estate matters, strengthening my ability to quickly understand and communicate sophisticated subject matter.

Morning Show Host | Brand Storytelling, Audience Growth & Partnerships

Lotus Communications — Tucson, AZ | Aug 2022 – Mar 2024

- Led the station's most popular daily show, combining audience strategy, storytelling, content development, brand partnerships and community engagement to build listener connection and loyalty.
- Created and produced daily audience-facing content spanning live broadcast, interviews, promotional campaigns, digital and social storytelling, branded integrations and community initiatives.
- Developed integrated campaigns, branded activations, promotions, sponsorships and community initiatives connecting audiences with advertisers and nonprofit partners.
- Helped develop and execute a Children's Miracle Network campaign that raised **\$225,019 in two days**, using family stories, interviews, promotional content, partnerships and live storytelling to drive community response.
- Built strategic partnerships with Tucson Medical Center, Children's Miracle Network, American Cancer Society, Humane Society and other community organizations.
- Served as a public-facing brand ambassador through broadcasts, interviews, emcee appearances, endorsements and community activations.



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Professional Experience, continued

Assistant Program Director | Brand Strategy, Audience Growth & Integrated Marketing

Townsquare Media — Boise, ID | Jun 2020 – Oct 2022

- Helped lead brand strategy, audience development, content, programming and integrated marketing for a top-performing country media brand.
- Developed localized digital strategies generating **millions of annual page views** through audience-focused storytelling, timely content and culturally relevant topics.
- Hosted the station's **#1 afternoon drive show**, creating high-engagement daily content designed to build audience loyalty, participation and brand affinity.
- Managed cross-platform brand voice across broadcast, digital, social media, mobile alerts and promotional campaigns.
- Built experiential campaigns, concerts, artist activations, sponsorship integrations and community initiatives involving internal teams, sponsors, media partners and community organizations.
- Produced and hosted major public experiences including Boise Music Festival and Spirit of Boise Balloon Classic.
- Collaborated with artists, record labels, sponsors, sales, promotions and programming teams to develop partnerships, branded content, campaigns and audience-facing creative.
- Led multi-day St. Jude fundraising initiatives spanning campaign strategy, storytelling, interviews, live production and audience engagement.

Marketing Consultant | Integrated Campaigns, Copywriting & Brand Partnerships

Alpha Media — Portland, OR | Dec 2017 – Jun 2020

- Served as a strategic marketing consultant to local and regional businesses across retail, hospitality, healthcare, family services, automotive, home, lifestyle and professional services.
- Met with business owners and marketing leaders to understand business challenges, customer audiences and growth objectives, translating those insights into customized marketing strategies and creative campaigns.
- Developed brand messaging, campaign concepts and audience strategies designed to connect business objectives with relevant consumer needs and behaviors.
- **Wrote, produced and directed commercials, branded campaigns, promotional messaging and creative content for local and national advertisers.**
- Built integrated campaigns spanning broadcast, digital, social, branded content, experiential marketing, sponsorships and targeted audience engagement.
- Applied audience demographics, consumer behavior insights, geographic targeting and platform analytics to shape messaging, creative direction and channel strategy.
- Developed experiential campaigns and community-focused brand experiences that generated measurable business growth, including a **20% increase in restaurant traffic.**
- Collaborated with sales, promotions, programming, digital and talent teams to move client campaigns from strategy through creative development and execution.
- Built long-term client relationships through strategic consulting, creative problem-solving, campaign optimization and business development.

Retail Manager | Retail Marketing, Brand Experience & Team Leadership

Francesca's — Portland, OR | Oct 2014 – Sep 2017

- Directed visual merchandising, in-store brand presentation and customer experience strategies translating seasonal brand stories into compelling physical experiences.
- Planned customer events, promotional activations and seasonal initiatives supporting engagement, loyalty and sales.
- Promoted to a flagship location based on performance, leadership and business results.
- Led hiring, onboarding, coaching, performance management and development for a 10-person high-performing team.
- Managed sales goals, operational performance and staffing while reporting business insights to district leadership.
- Earned multiple company recognitions for sales performance and operational excellence.

Morning Drive On-Air Personality & Producer | Brand Storytelling, Content & Partnerships

Alpha Broadcasting | Portland, OR | Jun 2011 – Jan 2014

- Helped shape the identity, voice and audience culture of a top-rated female-focused morning brand through personality-driven content and relatable storytelling.
- Created and produced the majority of daily morning-show content across broadcast, digital and social channels.
- Helped drive the show to **#1 ratings**, outperforming local competitors and nationally syndicated programming through authentic audience connection and strategic content development.
- Developed advertiser partnerships, branded integrations, sponsorship campaigns and first-person endorsements connecting brand messaging with audience interests and behavior.
- Researched brands and products, interviewed company representatives and **wrote consumer-facing promotional copy designed to sound credible, personal and audience-relevant.**
- Conducted celebrity, artist and entertainment interviews and represented the station through premieres, community initiatives and major public-facing events.

Earlier Career | Media, Marketing, Digital Content & Customer Experience

2002 – 2011 | Arizona, Alaska & Oregon

- Early career roles spanning broadcast media, digital content, promotions, creative production, community engagement, events and customer experience. Co-hosted morning programming while managing website and digital content across multiple station brands, supporting blogs, email campaigns, social media, promotions, advertiser relationships, live events and audience growth.

Entrepreneurial & Creative Leadership

Pointed West LLC | Founder | Children's Publishing, Brand Development, Storytelling & Creative Direction

- Founded and developed an independent children's publishing and education brand built around original storytelling, curiosity, emotional growth, adventure and the natural world.
- Built brand positioning, identity, voice, audience strategy and creative direction from the ground up.
- Develop original children's stories, characters, recurring story worlds, educational concepts and long-form narrative properties while shaping the larger consumer brand around them.
- Lead writing, content development, website strategy, visual direction, product concepts and long-term creative planning.
- Continue developing publishing properties with potential expansion across books, educational materials, digital experiences and branded products.

Education

Pima Community College | Tucson, AZ

Coursework in General Studies, Spanish, Mathematics & Astronomy