

Nicole Dellerman

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Brand and communications leader with 20+ years of experience developing compelling narratives, building brands, engaging audiences, and executing integrated communications across media, marketing, retail, business development, and community organizations. Experienced in corporate and brand communications, content strategy, copywriting, social media, strategic partnerships, executive-facing communications, and cross-functional campaign execution. Known for translating complex ideas into clear, human-centered messaging and managing multiple priorities from strategy through execution.

CORE EXPERTISE

Corporate & Brand Communications - Corporate Communications • Content Strategy • Copywriting & Editing • Brand Strategy & Messaging • Social Media Strategy • Brand Voice • Media & Press Communications • Executive Communications

Integrated Marketing - Campaign Strategy & Execution • Audience & Customer Insights • Strategic Partnerships • Retail Marketing • Go-to-Market Strategy • Experiential Marketing • Sponsorships & Activations

Marketing Operations - Project Management • Process Improvement • Campaign Planning • Performance Reporting & Analytics • Cross-Functional Leadership • Budget Management • CRM & Database Development • Vendor & Stakeholder Management

TOOLS & PLATFORMS

Creative & Design - Canva • Canva AI • Adobe Premiere Pro • Adobe Audition • Artlist • Audio & Video Editing Platforms

Web & Digital - WordPress • Wix • GoDaddy • Website Development & Management • Google Workspace • Google Ads

Business & Productivity - Microsoft Office • Excel • PowerPoint • Google Sheets • Google Slides • Presentation Development • Microsoft Teams

AI & Emerging Tools - ChatGPT • AI-Assisted Writing & Editing • AI Content & Creative Tools • AI-Powered Research, Ideation & Workflow Development

PROFESSIONAL EXPERIENCE

Marketing Coordinator | Integrated Marketing & Brand Engagement

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

- Partner with executive leadership to translate business priorities into marketing initiatives, timelines, communications, events, and measurable deliverables.
- Own event strategy and execution from concept through delivery, coordinating leadership, leasing, property management, vendors, and creative stakeholders.
- Develop and manage marketing assets and audience-facing communications across digital, print, video, photography, presentations, promotional merchandise, and experiential collateral.
- Manage website content, vacancy marketing, property storytelling, email campaigns, and digital outreach supporting leasing and business development.
- Coordinate multiple concurrent initiatives across internal teams and external vendors, maintaining priorities, deadlines, deliverables, and quality standards.
- Introduced tenant engagement and onboarding initiatives designed to strengthen the move-in experience, relationships, and retention.
- Built reputation marketing initiatives that increased recent 5-star Google reviews and strengthened digital brand credibility.
- Leverage AI and emerging technology to accelerate creative development, campaign ideation, and marketing workflows.

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 high-value audiences including business owners, attorneys, financial professionals, estate stakeholders, and other professional audiences.
- Conducted market research, prospect analysis, CRM/database development, segmentation, reporting, and targeted list building to improve outreach precision and opportunity generation.
- Built targeted B2B campaigns across digital, email, networking, relationship marketing, and in-person channels to support client acquisition and brand visibility.
- Developed client-facing presentations, brand messaging, marketing collateral, and strategic communications tailored to affluent and professional audiences.
- Cultivated strategic partnerships and referral relationships through executive networking, private meetings, presentations, and relationship-building initiatives.
- Organized and facilitated high-level client meetings, networking events, and business development initiatives supporting growth.
- Supported complex consulting engagements through exposure to business financials, P&L statements, balance sheets, valuation, fraud-related documentation, and estate-related case materials.

Morning Show Host | Audience Growth, Brand Storytelling & Partnerships

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

- Led high-engagement brand storytelling across broadcast, digital, experiential, promotions, and community initiatives.
- Developed and executed integrated campaigns, branded activations, contests, sponsorships, and audience engagement programs connecting consumers with advertisers and community partners.
- Helped develop and execute a record-breaking Children's Miracle Network campaign that raised \$225,019 in two days—the highest radiothon total in Tucson market history.
- Built strategic partnerships with healthcare, nonprofit, and community organizations to create emotionally resonant campaigns and measurable audience action.
- Created storytelling content, interviews, promotional assets, and live audience experiences designed to strengthen awareness, loyalty, and engagement.
- Served as a public-facing brand ambassador through live broadcasts, emcee appearances, experiential events, community activations, endorsements, and partner campaigns.

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

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

- Helped lead brand strategy, audience engagement, content strategy, and integrated marketing for a top-performing country media brand.
- Hosted the station's #1 afternoon drive platform, creating culturally relevant content designed to build audience loyalty and brand affinity.
- Developed localized digital editorial strategies generating millions of annual page views through audience-focused storytelling.
- Coordinated complex experiential campaigns, concerts, artist activations, sponsorship integrations, and community initiatives involving multiple internal teams, external partners, production timelines, and deliverables.
- Produced and hosted major public-facing events including Boise Music Festival and Spirit of Boise Balloon Classic.
- Led multi-day St. Jude fundraising initiatives spanning campaign preparation, storytelling, live production, and fundraising execution.
- Collaborated with artists, record labels, sponsors, sales, promotions, programming, and internal teams to create integrated campaigns and memorable brand experiences.

Marketing Consultant | Integrated Marketing Strategy & Brand Partnerships

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

- Served as a strategic marketing consultant to local and regional businesses, developing integrated campaigns designed to drive awareness, customer acquisition, engagement, and long-term growth.
- Built multi-platform strategies spanning broadcast, digital, social, branded content, experiential marketing, sponsorships, and audience engagement.
- Applied audience demographics, consumer behavior, geographic targeting, and platform analytics to develop customized marketing strategies aligned with client goals.
- Managed campaign strategy, sponsorship investments, cross-channel activations, partner relationships, budgets, timelines, and performance reporting across digital, social, broadcast, experiential, and in-person channels.
- Partnered cross-functionally with sales, promotions, programming, digital, and talent teams to coordinate complex campaigns from strategy through execution.
- Created experiential campaigns generating measurable business growth, including a 20% increase in restaurant traffic, sustained catering demand, and long-term client retention.
- Wrote, produced, and directed commercials, branded campaigns, promotional messaging, and creative content for local and national advertisers.
- Managed long-term relationships with business owners, retail and lifestyle brands, and community partners through strategic consulting, campaign optimization, reporting, and ongoing account development.

Retail Manager | Retail Marketing, Brand Experience & Team Leadership

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

- Promoted to a flagship location based on performance, leadership, and business results.
- Led hiring, onboarding, coaching, performance management, staffing, and development for a 10-person high-performing retail team.
- Directed visual merchandising, in-store brand presentation, promotional execution, and customer experience to support traffic, engagement, and revenue growth.
- Planned and executed customer events, promotional activations, seasonal initiatives, and district training programs.
- Managed sales goals, operational metrics, staffing productivity, and performance reporting for district leadership.
- Earned multiple company recognitions for top sales performance and operational excellence.
- Selected to support additional regional locations with merchandising execution, brand presentation, and operational leadership.

Morning Drive On-Air Personality & Producer | Brand Storytelling, Audience Growth & 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.
- Created and produced daily cross-platform content balancing entertainment, timely topics, audience participation, social engagement, and storytelling.
- Helped drive the show to #1 ratings, outperforming local competitors and nationally syndicated programming.
- Developed advertiser partnerships, branded integrations, promotional campaigns, sponsorship activations, and first-person brand endorsements, collaborating directly with advertisers and sales teams to create authentic consumer-facing messaging.
- Represented consumer brands as an on-air talent and brand ambassador, researching products, visiting retail locations, interviewing brand representatives, and developing first-person promotional copy designed to connect with audiences as a trusted consumer voice.
- Represented the station at major public-facing events, entertainment experiences, premieres, and community campaigns.
- Conducted celebrity and artist interviews and served as a high-visibility brand representative.

Earlier Career: Broadcast, Digital Content & Customer Experience

2007 – 2011 Arizona, Alaska & Oregon

- Earlier leadership and customer-facing experience spanning broadcast media, digital content, promotions, audience engagement, live events, retail management, operations, hospitality, visual merchandising, and team development. Roles included:
 - Assistant Manager, Pier 1 Imports, Anchorage, AK** — Supported daily store operations, sales performance, customer experience, visual merchandising, staffing, and opening/closing responsibilities at a high-performing home furnishings location.
 - New Northwest Broadcasters: On-Air Host / Digital Content & Promotions** - Grew listener ratings and maintained #1 ratings. Community and audience involvement, managed digital content and website updates across five station brands while supporting promotions, community partnerships, sponsorships, live events, and audience engagement.

ENTREPRENEURIAL & CREATIVE VENTURE

Pointed West LLC

- Founder of a children's publishing and education company currently in pre-launch development, building the brand, publishing concept, creative direction, educational vision, and business foundation from the ground up.

EDUCATION

Pima Community College — Tucson, AZ

Coursework in General Studies, Spanish, Mathematics & Astronomy