

NICOLE C. NATOLI

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EXPERIENCE

Just Salad

New York, NY

PR & Social Media Manager

January 2024 – February 2025

- Developed and executed PR strategies that maximized coverage results to support storytelling across brand announcements
- Spearheaded press material development, crafting creative pitches, press releases and targeted media lists for outreach
- Launched a national culinary partnership program and ran multi-channel campaigns with chefs and influencers for LTO items
- Led social media strategy, built monthly content calendars and oversaw day-to-day social media management on all channels
- Independently managed relationships with external agency partners to execute social media and corporate PR strategies

PR & Influencer Marketing Associate

February 2022 – January 2024

- Created media strategies for seasonal menu launches, new store openings, sustainability programs and culinary partnerships
- Developed and fostered relationships with key industry journalists and friendlies to support media outreach efforts
- Secured and managed media interviews for C-suite executives, drafting key messaging and talking points for preparation
- Independently implemented a new paid influencer strategy and managed end-to-end campaigns to build brand awareness
- Compiled monthly reports and analyzed performance results, ensuring alignment with brand KPIs and strategic objectives

Golin

New York, NY

Senior Associate, Media Relations

February 2021 – February 2022

- Supported media relations and brand communications responsibilities across accounts within Golin's Health Media division
- Drafted communications materials for clients, including key messaging, interview prep documents and coverage recaps
- Developed comprehensive research reports and competitive analyses based on monitoring of trends and media coverage
- Crafted press materials to drive proactive media outreach, including strategic pitches and media lists to maximize coverage
- Researched speaking opportunities and industry awards to enhance thought leadership presence for client executives

Havas Formula

New York, NY

Account Coordinator, Consumer

August 2019 – February 2021

- Drove key account initiatives across media and influencer strategy, earned media outreach and project execution
- Secured top-tier coverage opportunities by crafting targeted pitch angles and developing relationships with industry editors
- Supported paid and earned influencer programs, managing relationships with influencer partners and talent managers
- Served as a client-facing point of contact across accounts through written and verbal communication
- Developed weekly, quarterly and annual reports highlighting KPIs and meaningful coverage for clients

Graduate PR Intern, Lifestyle

June 2019 – August 2019

- Monitored relevant media trends, industry news and competitor activity daily and communicated results and opportunities
- Drafted press materials including creative pitches, media lists, bylines, coverage recaps and other client communications
- Created detailed research reports on industry and competitor news to help inform timely media strategies
- Assisted with press kits and media mailers, managed sample requests and oversaw inventory tracking

Client Portfolio: Keurig, Snapple, Sunbasket, Lady M, Spindrift, Justin's, Smashburger, Schlage, Trane, Bulbrite, Maui Jim, Gladskin

Outstanding Achievements:

- Selected as 2020 "Rookie of the Year" award recipient out of 200 employees
- Due to stellar account work, quickly accelerated from intern to full-time employee after two months (four-month program)

Alliance Marketing Partners

Baltimore, MD

Marketing & PR Intern

May 2018 - December 2018

- Assisted with public relations and communications efforts to support Dunkin' franchises throughout the country
- Created and maintained media lists for multiple media markets using Cision
- Drafted press materials for events and campaigns and pitched them to numerous local media outlets
- Independently created Public Relations Recap Decks, highlighting notable coverage results for clients

EDUCATION

Bachelor of Science, Marketing

Minor: Public Policy

University of Maryland at College Park

May 2019

Robert H. Smith School of Business

Overall GPA: 3.7

Activities & Societies: Vice President of Marketing for Alpha Phi Delta Zeta, Red Dress Gala Chairman for Alpha Phi Delta Zeta, Terps American Marketing Association, Public Relations Student Society of America, National Society of Collegiate Scholars, Smith School Dean's List, The Society for Collegiate Leadership & Achievement

SKILLS

Public Relations, Strategic Communications, Project Management, Media Relations, Storytelling, Press Releases, Research, Writing, Social Media Strategy, Influencer Marketing, Organization, Detail Orientation, Collaboration, Event Planning, Muck Rack, Cision