

NICOLE V. CANDLER, APR

502.550.0252 – nic@niccreative.com

WORK EXPERIENCE

Sr. VP/Communications and Marketing, Masonic Homes of Kentucky
December 2011 to present

Direct marketing strategy and tactics for more than 16 brands in Masonic Homes of Kentucky's family of services. Set overall communications, marketing, sales strategy, and messaging, while managing ongoing project tasks. These included company newsletters and correspondence, advertising design and placement, employee relations, social media, and operational materials such as regulatory documents, resident handbooks and dining menus. Initiate and execute special projects such as rebuilding employee Intranet site and developing volunteer recruitment and orientation program.

Recent successes include:

- Employed media relations to elevate and differentiate MHKY and its service brands to become a recognized leader in a crowded market of senior living and health care services
- Implemented Customer Relationship Management software across six senior living communities at two campuses, monitor lead development, follow up and conversion
- Oversee creation of a sales standards and training program for more than 10 employees, monitor sales team performance and provide corrective coaching
- Initiated brand audit and rebranding campaign for 150-year-old company
- Redesigned the company's core website for a consumer audience, differentiated it from MHKY's market competitor sites, made it accessible on mobile devices and incorporated functions for online giving
- Developed a more aggressive social media engagement including digital advertising – an approach most market competitors have not utilized
- Reduced production costs of the employee newsletter and moved it to an electronic form and increased the newsletter open rate by 15% in the first six months
- Supported the opening of a new product line by creating operational and sales materials, planned grand opening and sales events, and directed a new website with photography of the existing community. As a result, the 121 units in the original development were sold in less than one year and filled within four months of opening. An expansion that adds 30 more units was sold out in three months.

President, PRConsultants Group
Member from December 2010 to present

Serve as the Kentucky affiliate and president of PRConsultants Group (PRCG) – a national network for senior-level public relations practitioners representing every major media market in the United States. Media relations work for PRCG includes Tide, Duracell, Macy's, Travelocity and Make-A-Wish Foundation.

EDUCATION

University of Louisville
May 2004
M.B.A. Communications
Concentration

Eastern Kentucky University
May 2001
B.A. Public Relations

ACCREDITATION

Accreditation in Public Relations, Universal Accreditation Board, July 2008

AWARDS

- 2014 Forty Under 40 *Business First*, Louisville
- 2009 Hot 10 Award Advertising Federation, Louisville
- PRSA/IABC Landmarks of Excellence Awards (20+)
- MarCom Awards (8)
- East Central District Diamond Award (2)

MEMBERSHIPS

- Public Relations Society of America, Bluegrass Chapter (13 years), 2008 President
- PRSA, Independent Practitioners Alliance, Executive Committee (3 years)
- Leadership Louisville Focus Louisville 2009, Bingham Fellows 2015
- Former Commissioner, Kentucky Commission on Women, appointed in 2009 by Gov. Steven L. Beshear
- Former Member, Commission on Public Art, appointed in 2010 by Louisville Metro Mayor Jerry Abramson
- Transition Team member, Louisville Metro Mayor Greg Fischer

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WORK EXPERIENCE (continued)

Owner, Nic Creative Public Relations
June 2006 to present

Launched Nic Creative Public Relations in 2006 to continue service to clients acquired from previous business. Affiliated with PRConsultants Group, a national network and agency of senior-level consultants in 2010.

Employ a wide range of communications expertise and multi-industry contacts for strategic campaign development, media relations, fundraising, social media and public affairs. Lead team of account reps, photographers, designers, copy writers and media buyers by communicating client goals. Execute strategic multimedia advocacy and media relations plans according to client objectives and budget constraints. Guide day-to-day process to ensure projects are executed on schedule and within budget.

Manage daily business operations including budget, accounting and contracts. Seek and engage new business, develop customized proposals, and manage contract process and fulfillment. Received local, regional and international awards for client work and career achievements. Obtained state certification as a woman-owned business.

- Created a statewide earned and paid media plan for legislative initiative used to secure \$100,000 in grant funding from national health organization
- Developed a cohesive brand across multiple marketing channels including print publications and social media that added an 11 percent increase in donor revenue during an economic recession
- Led media outreach for a civic group's special event, involving local and federal elected officials which doubled the organization's membership

Partial listing of clients:

- American Lung Association
- Smoke Free Kentucky
- Humana
- Macy's/Make a Wish Foundation
- Kosair Charities
- Metropolitan Sewer District
- Greg Fischer for Senate
- Stites & Harbison for KYK Marketing
- Jewish Hospital/St. Mary's Healthcare for KYK Marketing
- The Southwest Dream Team

PRIOR WORK EXPERIENCE

June 2001 to June 2006

As Account Manager and Senior Account Executive at Constance J. Parrish and Associates, managed media and communications campaigns including strategic development, client relations and deliverables for several organizations. Successfully engaged local and national media for targeted coverage in support of client objectives.

In a temporary, grant-based position as Marketing & Communications Manager for the American Cancer Society's Kentucky ACTION and Smoke Free Louisville initiatives, led communication and media relations for successful legislative campaigns related to smoke-free workplaces and the tobacco excise tax.

In a fundraising and marketing role with The Leukemia & Lymphoma Society, guided volunteer committees to produce annual awards dinner, sailing regatta, gallery exhibit and golf tournament that added more than \$200,000 to the organization's annual revenue.
