

RESUMÉ

NANCY B. MARSHALL

E-mail: nmarshall@marshallpr.com

<http://www.marshallpr.com>

HOME

6029 Sandy River Circle
Carrabassett Valley, ME 04947
Phone: (207) 237-5550

BUSINESS

P.O. Box 317
Augusta, ME 04332
Phone: (207) 623-4177
Fax: (207) 623-4178

PROFESSIONAL EXPERIENCE

- *1991 to Present: Principal, Nancy Marshall Communications (NMC) and Marshall Interactive (founded 2008)*

NMC is a Maine-based public relations and marketing services agency specializing in media relations for tourism, economic development and service businesses. Marshall Interactive is a full-service web development and internet marketing organization. Vast network of personal contacts in broadcast and print media statewide and nationally. Agency has won statewide and national awards from Maine Public Relations Council and Society of American Travel Writers. Clients include the State of Maine Office of Tourism; State of Maine Office of Business Development; Skowhegan Savings Bank; Madison Business Gateway; Saunders Manufacturing; and Houses & Barns by John Libby. Experienced in public speaking and presenting seminars on public relations and marketing.

Member: Maine Public Relations Council; Society of American Travel Writers; Eastern Ski Writers Association; Alliance of Marketing Communications Agencies.

Boards: Maine Liaison Board, Goldfarb Center for Public Affairs and Civic Engagement at Colby College; Board of Visitors for the University of Maine at Farmington; Board Member and Ex-Chair of Carrabassett Valley Public Library

- *1988-1991: Director of Communications, Sugarloaf/USA*
Responsible for a comprehensive program of public relations, marketing and internal communications including the Sugarloaf News Bureau, Sugarloafers Newsletter, copy writing of corporate and sales communications for ski, golf, conference, and lodging sales, and chair of Profit Center Committee for sales of all SMC retail outlets, including ski shop, restaurants, lodging, golf course.
- *1986-1988: Corporate Conference Sales Manager, Sugarloaf/USA*
Sales/service of conferences in the Sugarloaf Mountain Hotel for groups of 10 to 800.
- *1986: Marketing Associate, Hinckley Yachts, Manset, Maine*
Responsible for yacht builders' public relations and newsletter. Focused on promoting the company's exclusive brand through public relations campaigns.

- *1986: Editor, The Irregular, Kingfield, Maine*
Wrote and edited a weekly newspaper in the Sugarloaf and Rangeley Lakes region of western Maine. Managed editorial staff and coordinated with advertising for maximum results.
- *1985-1986: Assistant Communications Director, Sugarloaf/USA*
Wrote all news releases, coordinated publicity of all events, and produced major newsletters four times annually.
- *1982-1984: Public Information Manager, WCBB-TV, a PBS station*
Wrote news releases, appeared on air for fund-raising, and wrote copy for monthly program guide, met with newspaper editors around Maine to attract feature stories on programming. Produced national award-winning media kit for national television series, "HouseWarming with Charlie Wing," which was produced by Angus S. King, Jr.
- *1982: French Teacher/Resident Dormitory Advisor, Hebron Academy, Hebron, Maine*
Taught four high school level French courses and advised/tutored students in dormitory setting.

EDUCATIONAL BACKGROUND

1994: Masters of Business Administration, Thomas College, Waterville, Maine

1982: Bachelor of Arts, Colby College, Waterville, Maine
Double Major in French and American Studies; Junior Year in Caen, France.

1978: Hebron Academy, Hebron, Maine

PERSONAL INFORMATION

Born in New Haven, CT.

Married to William Jay Marshall; two children, Craig and James.

Personal Interests: Travel, Outdoors, Skiing, Bicycling, Swimming.

Conversant in French language.