

NICOLE GILL-OTTINGER

PERSONAL -

British Subject/US Citizen

High energy, self-motivated entrepreneur with a timely and flexible approach to business challenges and fast-changing market conditions. Strong leadership qualities and willingness to take a hands-on approach to achieving goals.

EDUCATION -

Birmingham University, England -
BA – English, 1970

Polytechnic School of Management Studies, London -
Diploma in Management Studies (DMS) – Did not complete, 1972

Macquarie University, Sydney -
Asian Law & Business Practice - 1994

EXPERIENCE – June 1998 To Present

Proprietor NGO Public Relations, Dallas, TX 75225

Develop and implement strategic public relations and marketing plans; provide account management, public relations, and creative services (advertising, print collateral and web design) for clients in the consumer and business-to-business markets primarily: residential and contract furnishings, art, fashion, retail and healthcare industries.

Key Accomplishments:

- *Create greater public awareness and brand recognition for all clients.
- *Procure measurable international, national and regional editorial placements.
- *Increased sales; introduced new products to market; secured new business.
- *Launched the careers of several artistic individuals with impressive results through quality main section feature editorials.

Feb. 1995 to June 1998

Sr. Vice President Client Services Gregory group, Inc. Dallas, Texas 75204

Responsible for new business planning, research and development; developed strategic marketing, advertising, promotional, and public relations plans for retail and business-to-business clients; provided hands-on account management and public relations services for domestic and international clients in home furnishings, retail, healthcare, real estate, manufacturing and other diversified industries.

Key Accomplishments:

- *Secured internationally recognized accounts that resulted in increased revenues and greater agency recognition (EDS, Samsonite, Woodbine Development Corporation, HBE Corporation, etc.)
- *Introduced new initiatives that extended client services.
- *Procured significant editorial coverage for clients in high-end retail and the home furnishings and accessories markets.

July 1989
to
July 1993

Communications & Advertising Consultant
Barter & Associates, Lancashire, England

Provided advertising, marketing and public relations services and support for companies in manufacturing, healthcare and service related industries, developed corporate communications programs for institutional accounts.

Key Accomplishments:

- *Developed corporate identity and launched national advertising/pr campaign for prominent home furnishings manufacturer.
- *Re-structured the "Power of Wales" exhibit bringing it into focus as an essential Welsh tourist attraction.
- *Developed positive, long-term fundraising and public awareness campaign for major healthcare charity; raised visibility to an all-time high.

June 1981
to
July 1989

Director, Rutland International Communications
Dallas, Texas

Director of Rutland International Communications, a Dallas/Ft. Worth advertising and public relations agency predominantly serving consumer and business-to-business markets.

Key Accomplishments:

- *Developed the "GoodSense" mammography campaign - a regional advertising/pr campaign using a value-added approach to health-care; launched a successful "Dr. On Call" column for the regional affiliate hospitals of the Baylor Healthcare System.
- *Created new corporate identity, developed a tightly focused national marketing strategy and executed sales materials that resulted in record sales and increased market share for Corbett Lighting, Inc.
- *Secured corporate sponsorships (Zale Corp., Texaco, Piaget etc.) for national and international high-goal polo tournaments, the US Modern Pentathlon Team, and the US Grand Prix League.
- *Secured the services of celebrities such as members of the "Dallas" cast, Tommy Lee Jones, Stephanie Powers, and William Devane etc. for numerous fund raising and sporting events.
- *Wrote main-section feature stories, commercial copy and publicity releases for all clients.

March 1977
To
Nov 1980

Account Service Manager-
McDonald/Seigenthaler, Nashville, Tennessee, USA

Account executive for a medium-sized advertising agency with Fortune 500 client representation. Responsible for establishing and implementing public relations department resulting in increased net revenues. Assisted in the development and production of multi-media campaigns, feasibility studies and in-depth marketing campaigns. Wrote commercial copy and publicity releases for institutional and consumer accounts.

References Available Upon Request