

# Nicole Monge



# Social

**Visit Melbourne**  
April 25 at 5:45pm · 🌐

Can't quite get to the Great Ocean Road yet? We've got a video that will leave you wanting more of this natural wonder. <http://bit.ly/1mLEYIV>



Like · Comment · Share · 👍 228 🗨️ 3 ➦ 23

**7,472** People Reached

**283** Likes, Comments & Shares

|                       |                       |                        |
|-----------------------|-----------------------|------------------------|
| <b>246</b><br>Likes   | <b>228</b><br>On Post | <b>18</b><br>On Shares |
| <b>13</b><br>Comments | <b>3</b><br>On Post   | <b>10</b><br>On Shares |
| <b>24</b><br>Shares   | <b>23</b><br>On Post  | <b>1</b><br>On Shares  |

**185** Post Clicks

|                           |                          |                            |
|---------------------------|--------------------------|----------------------------|
| <b>163</b><br>Photo Views | <b>22</b><br>Link Clicks | <b>0</b><br>Other Clicks 📊 |
|---------------------------|--------------------------|----------------------------|

**NEGATIVE FEEDBACK**

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| <b>0</b> Hide Post      | <b>0</b> Hide All Posts |
| <b>0</b> Report as Spam | <b>0</b> Unlike Page    |

**Visit Melbourne**  
April 1 · 🌐

Missed the Melbourne Food and Wine Festival? Check out the highlights here- <http://bit.ly/1pAldjz>. See you in 2015!

Photo c/o Daniel Mahon



Like · Comment · Share · 👍 229 🗨️ 5 ➦ 11

**20,184** People Reached

**266** Likes, Comments & Shares

|                      |                       |                        |
|----------------------|-----------------------|------------------------|
| <b>246</b><br>Likes  | <b>229</b><br>On Post | <b>17</b><br>On Shares |
| <b>9</b><br>Comments | <b>5</b><br>On Post   | <b>4</b><br>On Shares  |
| <b>11</b><br>Shares  | <b>11</b><br>On Post  | <b>0</b><br>On Shares  |

**515** Post Clicks

|                           |                          |                            |
|---------------------------|--------------------------|----------------------------|
| <b>501</b><br>Photo Views | <b>14</b><br>Link Clicks | <b>0</b><br>Other Clicks 📊 |
|---------------------------|--------------------------|----------------------------|

**NEGATIVE FEEDBACK**

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| <b>0</b> Report as Spam | <b>0</b> Unlike Page    |

# Press Releases



## **N.C. State Treasurer Janet Cowell Joins North Carolina China Center Board Of Directors**

RESEARCH TRIANGLE PARK, N.C. – The North Carolina China Center, housed at the World Trade Park in the headquarters building of Longistics, has announced that North Carolina State Treasurer Janet Cowell has joined its board of directors. Cowell became state treasurer in 2008, the first woman ever to do so in North Carolina. As the state’s financial advisor, Cowell oversees more than \$74 billion in pension fund investments, which affects more than 850,000 public employees in North Carolina. Cowell gained her knowledge and experience in government operations from her time as a member of the North Carolina Senate and the Raleigh City Council.

### QUOTES:

“Having State Treasurer Cowell join our Board of Directors further demonstrates the commitment from our state government to strengthen relationships with our many partners in China,” said NCCC President Tom Martineau. “In doing so, we can look to further business opportunities for North Carolina and create lasting connections with the Greater China Region.”

### ABOUT THE NORTH CAROLINA CHINA CENTER:

The North Carolina China Center has a mission of creating of bridges of understanding between businesses, as well as cultural and educational institutions, in North Carolina and the greater China region comprising Mainland China, Hong Kong, Macao and Taiwan. The objectives of the Center, created in 2006, are to explore business opportunities; promote academic exchanges; foster industrial collaborations; enhance cross-cultural understanding; and assist all interested parties and business entities as well as public and private institutions in developing relationships with the greater China region. Over the first four years of the Center’s existence, major Memoranda of Understanding (MOUs) have been signed with businesses, industrial parks, educational and cultural institutions in China. For more information, visit <http://www.ncchinacenter.org/>.

### ABOUT LONGISTICS:

Located in Research Triangle Park, N.C., Longistics is a full-service provider of global logistics solutions that specializes in cold-chain logistical support and problem solving services for a broad range of pharmaceutical manufacturers and distributors of high value, high security products. A leading provider of third-party logistics, Longistics has a worldwide reach and growing presence in China, and other emerging markets around the world. Longistics provides transportation, warehousing and Foreign Trade Zone management operations at FTZ 214, located in the Global TransPark, and FTZ 93, located adjacent to the Raleigh-Durham International Airport. Capabilities include: supply chain studies, vendor managed inventories, transportation, technology, infrastructure, FTZ zone operations, domestic warehousing services, order fulfillment, kitting and sub-assembly, and value-added programs. For more information, visit <http://www.longistics.com>.

# Press Releases



## Southern Designer Showcase Finalists Announced

### Belk to Sell Winning Designs in Select Stores and on Belk.com Beginning Spring 2013 and Featured in Belk's 125th Anniversary Advertising Campaign

Charlotte, N.C., July 27, 2012 – After the first round of competition, where the semi-finalists presented their designs on July 20, Belk has selected 15 finalists from around the nation to continue to compete for the opportunity to have their collections sold in select Belk stores and on Belk.com. The 15 finalists listed below will travel to Belk headquarters in Charlotte, N.C. on Aug. 2 for the final round of competition

Winning designer collections will be sold in Belk stores and on Belk.com, as well as featured in Belk's 125th Anniversary Celebration advertising campaign and showcased on Belk's Facebook page.

|                   |                     |                 |                    |
|-------------------|---------------------|-----------------|--------------------|
| Andrea Brown      | Birmingham, Ala.    | Miriam Oehrlein | Wilmington, N.C.   |
| Amy Baxter        | St. Augustine, Fla. | Molly Stevens   | Columbia, S.C.     |
| Lachanette Tucker | Atlanta, Ga.        | Megan Masters   | Florence, S.C.     |
| Faith Thornburg   | Savannah, Ga.       | Blake Vaigneur  | Mt. Pleasant, S.C. |
| Emily Newnam      | Beaufort, N.C.      | Caitlin Moore   | Rowlett, T.X.      |
| Kathleen Murphy   | Charlotte, N.C.     | Hannah Goff     | Lexington, N.C.    |
| Rosaline Morris   | New York, N.Y.      | Jay Reynolds    | Atlanta, G.A.      |
| Jazsalyn McNeil   | Raleigh, N.C.       |                 |                    |

#### About Belk, Inc.

Charlotte, N.C.-based Belk, Inc. ([www.belk.com](http://www.belk.com)) is the nation's largest privately owned mainline department store company with 303 Belk stores located in 16 Southern states. The company was founded in 1888 by William Henry Belk in Monroe, N.C., and is in the third generation of Belk family leadership. Its belk.com Web site offers a wide assortment of fashion apparel, shoes and accessories for the entire family along with top name cosmetics, a wedding registry and a large selection of quality merchandise for the home. To connect with Belk via Facebook, Twitter, YouTube, blog, mobile phone text messages or by email, go to: Belk Get Connected.

# Press Releases



## **RLF Communications Adds Two to Its Growing Professional Team as well as a New Client**

GREENSBORO, N.C. (February 21, 2012) – RLF Communications, an award-winning public relations, marketing and advertising firm in Greensboro, N.C., has added to its team. Two new hires, Bart Trotman and Caroline Nobles, add deep experience in marketing strategy, production, media relations and corporate communications. RLF will also help enhance communication strategies for their new client, The Chicken Salad Chick, through public relations, traditional and online marketing campaigns, re-branding initiatives and advertising.

“We are thrilled to announce the newest hires at RLF, as well as our new client,” said Monty Hagler, president and CEO of RLF Communications. “Together, with these new hires and our expanding clientel, RLF will continue growing and reaching out to new industry niches.”

Bart Trotman joins RLF as a copywriter. Prior to RLF, Bart interned with Bouvier Kelly where he wrote and conceptualized numerous campaigns for a variety of accounts. He also has over a decade of experience in video production for clients as diverse as adoption placement agencies, workforce training organizations and museums of art. When he’s not at RLF, he keeps busy writing and recording original music and performing in a unique music and arts group. He graduated with honors from UNCG with a degree in Media Studies.

Caroline Nobles joins RLF as an assistant account executive. Prior to RLF Nobles interned for Community One bank where she completed tax projects, identified customer needs and recommended appropriate bank services and products, and prepared customer files and account information for other special asset officers. Nobles also interned with the Asheboro Copperheads Baseball. She is a graduate of Appalachian State University.

### Chicken Salad Chick

The Chicken Salad Chick started as one stay at home mom’s quest to find the perfect chicken salad recipe, and eventually came to fifteen different original versions of chicken salad. The Chicken Salad Chick, which is based in Auburn Alabama, has three existing restaurants, and is continuing to look for growth and franchise opportunities throughout the southeast. RLF is assisting the Chicken Salad Chick with their web design, media relations, and social media outreach.

### About RLF Communications

RLF Communications is based in Greensboro, N.C., and offers a full range of public relations, marketing and communications services tailored to meet the needs of its clients, which include Fortune 500 companies, nonprofits and privately held corporations. For more information, visit [www.rlfcommunications.com](http://www.rlfcommunications.com).

# Design

## Numen Lumen Pavilion LEED Registered



LEED stands for Leadership in Energy and Environmental Design.

The U.S. Green Building Council created LEED as a way to mainstream sustainable design and construction to incorporate environmentally conscious and energy efficient principles.

The Numen Lumen Pavilion will house the staff of the Vera Richardson Truitt Center for Religious and Spiritual Life and provide space to support scholarly activity, interdisciplinary seminars and distinguished visiting faculty.

Printed on 100% post-consumer recycled paper.

Office of Sustainability  
2104 Campus Box, Elon, NC 27244  
sustainability@elon.edu

### Sustainable Transportation

The Numen Lumen Pavilion is within walking distance of a Biobus stop and many commonly used buildings, which encourages the use of alternative transportation.

### Water Efficiency

Low-flow plumbing fixtures are used throughout the building and are expected to reduce the building's potable water usage by 42% or 60,000 gallons/year.

### Indoor Environmental Quality

To provide good indoor air quality, low-emitting materials were used, such as paints and adhesives. In addition, duct work was kept covered during construction to prevent debris from accumulating, and a special sweeping compound was used to minimize dust.

### Energy Efficiency

The Numen Lumen Pavilion is 18% more energy efficient than a building that just meets the energy code. Energy Star qualified windows and layers of building insulation keep the building cooler in the summer and warmer in the winter. The building also has efficient mechanical and lighting systems, which optimize energy use.

### Materials and Resources

Regional materials and those containing recycled content were used as much as possible. Wood from the trees that were removed from the site was used for some of the building's interior furnishings, such as tables in the sacred space and bookcases in the library.

# Events

## Belk eCommerce Commencement Ceremony July 5, 2012



At Belk's eCommerce opening event on July 5, 2012 I assisted the Senior Media Relations and Events Manager, Monika Wymouth, with everything from media pitching, ordering signs and ceremonial scissors, and ensuring the media were able to speak with the appropriate people to cover the event. The event was to commemorate the opening of an eCommerce branch of Belk, Inc. The opening of this 515,000 square-foot distribution center brought over 100 jobs to Union County. Ensuring the event ran smoothly, my tasks were to ensure all products, signage, and media were in place for the ceremonial ribbon cutting, as well as the presentation of the charity check.

# Resume

Nicole Monge

(571) 721-0466 • nicolemonge22@gmail.com • www.linkedin.com/in/nmonge • http://nicolemonge.weebly.com/

## PUBLIC RELATIONS EXPERIENCE:

MBooth and Associates- *Travel Intern/Account Coordinator*, New York, NY September 2013-Present

- Develop social media strategies for clients like AutoInsurance.com and Tourism Victoria
- Write and distribute daily newsletter: Logistically plan meetings and events
- Generate media lists for various clients

NY Creative Interns- *Marketing and Events Intern*, New York, NY June 2013-August 2013

- Create and schedule social media content
- Write and distribute weekly opportunities newsletter: Logistically plan opportunity mixers and other events
- Lead blog campaign on wordpress

Luguire George Andrews- *Public Relations Intern*, Charlotte, NC May 2012-August 2012

- Created media lists and pitched stories on various clients
- Wrote press releases for clients including Belk, Novant Healthcare, and Hendrick Automotive Group
- Assisted event planning staff in planning and managing events for clients such as Belk
- Conducted research pertaining to different client competitors and target audiences

RLF Communications- *Public Relations Intern*, Greensboro, NC January 2012-May 2012

- Developed a database of targeted influencers for outreach, Provided client media tracking for various client
- Wrote press releases for clients detailing their new product launches, branch openings, and new hires

MMI Public Relations- *Social Media Intern*, Raleigh, NC September 2011-December 2011

- Created social media content for different clients; updated Twitter and Facebook
- Produced marketing materials such as press releases and e-blasts

## RELEVANT COMMUNICATIONS EXPERIENCE:

US Open and Chase Bank- *Freelance*, New York, NY August 2013 -September 2013

- Hashtag monitoring before, during and after the US Open Tennis Tournament
- Converted GIF videos

Live Oak Communications- *Team Leader and Account Executive*, Elon University August 2012-May 2013

- Conducted media outreach to broadcast outlets in local markets targeting print/online outdoor, environmental and family reporters to promote EarthShare North Carolina's sixth annual Campout! Carolina
- Coordinated interviews and secured 20 media placements
- Worked on the Whitfield Properties account to develop and implement a social media strategy on multiple platforms

Office of Sustainability- *Intern*, Elon University August 2012-May 2013

- Targeted college students by designing brochures, flyers, and newsletters for distribution
- Wrote website content for new campus structures such as the Numen Lumen Pavilion and the Lakeside Dining Hall

## SKILLS:

Adobe InDesign, Photoshop, Microsoft Office Suite, Final Cut Pro, Copy editing, Cision, Vocus, Hootsuite

## EDUCATION:

B.A., Strategic Communications May 2013  
Elon University – Elon, NC

# Lets Talk

