

# NIKOLINE PORSE

PUBLIC RELATIONS & COMMUNICATIONS · NEW YORK, NY

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A public relations professional who moves comfortably between press opportunities and the sales floor — with experience pitching media, event execution, creating content, and cultivating the kind of client relationships that actually last. Drawn to brands with a strong point of view and a story worth telling.

## EXPERIENCE

### Social Media Manager

#### Stacy McLaughlin Communications

New York, NY · Hybrid · Contract · April 2026 – Present

- Architects content calendars and community management strategy across client rosters, growing weekly reach to over 25,000 engaged users while turning followers into sustained, authentic audiences
- Produces polished reels and visual assets using CapCut, Canva and Photoshop, translating client events and milestones into shareable, on-brand content
- Monitors media placements for timely social amplification and builds business presentations that translate client value into visual, pitch-ready narratives

### Account Coordinator

#### Stacy McLaughlin Communications

New York, NY · Hybrid · Full-Time Internship · September 2025 – April 2026

- Secured placements in Financial Times, Interior Design Magazine and other top-tier outlets by creating inventive, original pitches and maintaining relationships with key media contacts
- Anchored client meetings, events, and photoshoots with a consistent on-the-ground presence, anticipating needs and safeguarding how clients and their work were represented
- Crafted press releases and organized press packages that drove public engagement and purposeful action, while securing client placements in outlets

### Client Advisor

#### Assouline

New York, NY · On-Site · Full-Time · March 2024 – Present

- Partnered with in-house PR and events teams to plan premier product launches, including Roger Federer's limited-edition publication and Derrick Rose's book signing
- Liaises with high-net-worth and celebrity clients by crafting personalized newsletters and collaborating with marketing on email ideas and pitches
- Manages client database and cultivates strategic relationships, reinforcing Assouline's status as a leader in luxury publishing

### Public Relations Intern

#### CLD PR

Los Angeles, CA · Remote · Part-Time · January 2024 – September 2025

- Executed high-profile event activations, including Celsius's Cosmic Desert Party at Coachella and several of CLD PR's NYFW gifting suites, managing press logistics and tastemaker outreach
- Coordinated celebrity seeding campaigns by researching and identifying talent across follower range, content style, and brand alignment, then placing client products with A-list celebrities and influencers to propel organic content
- Supported media operations across several accounts, tracking coverage, drafting pitches and lookbooks, database management, and press list curation while running seamlessly behind the scenes

### Sales Associate

#### Aviator Nation

New York, NY · On-Site · Full-Time · September 2023 – March 2024

- Recognized as a top seller for consistently exceeding targets through a creative, personable approach that turned first-time shoppers into loyal brand advocates
- Applied PR instincts to the sales floor, handling inquiries and concerns with professionalism and a solution-oriented mindset

## EDUCATION

## **University of Oregon — Bachelor of Science, Public Relations**

*Minors in Philosophy & Sociology · Eugene, OR · September 2018 – June 2022*

### **SKILLS**

**Media Relations:** Cision, MuckRack, PRNet, Qwoted, UpLead

**Content & Creative:** Canva, Photoshop, Premiere, CapCut

**Platforms:** Instagram, TikTok, Facebook, Planoly, Shopify

**Workflow & CRM:** Google Workspace, Microsoft 365, Dropbox, Constant Contact, Endear, WordPress