



# Nicole Fuertes

VICE PRESIDENT

Nicole Fuertes joined CommPac as an account executive in 2008, bringing with her more than five years of public relations experience. Her leadership and counsel have brought success to a wide range of clients in the travel and tourism, hospitality, arts and culture, retail, construction and nonprofit industries.

Specializing in media relations, marketing communications, corporate communications, issues management, special events and promotions, Nicole has created new partnerships, grown current accounts, created new business opportunities – and not hesitated to challenge conventional thinking.

Before coming to CommPac, Nicole served as assistant program coordinator and information specialist at the Hawaii National Guard Youth Challenge Academy, a program for at-risk teens. There, in addition to recruitment, she was responsible for increasing awareness of the program in Hawaii and for securing partnerships and grant assistance. Earlier, she worked for McNeil Wilson Communications in the travel and tourism division.

Nicole's work has won several Koa Anvil Awards from the Public Relations Society of America's Hawaii chapter. She serves on the board of directors of the Nanala at Mehana community association. She previously served as a member of the Father Damien Canonization Committee.

Born and raised in Hawaii, Nicole is a graduate of Boston University where she received her degree in communications with an emphasis in public relations. As a student she interned at Sheraton Waikiki and The Royal Hawaiian, A Luxury Collection Resort, as well as Disney's Animal Kingdom Lodge in Florida.