



**Nicolle Avery Masters**  
**Sr. Outreach Specialist, reThink**

Nicolle Avery Masters has over ten years of marketing and sales experience. Her background includes coordinating outreach events; event planning;

increasing sales in multiple markets; and public relations. She generates and develops strong partnerships with businesses and organizations.

**Education**

Bachelor of Arts, Dramatic Arts, 2001  
The University of North Carolina at Chapel Hill

**Years of Experience**

10

**Years with reThink, FDOT's  
Regional Commuter Assistance  
Program**

2 ½

**reThink, Regional Commuter Assistance Program (CAP),  
FDOT District 5 (July 2010-Present)**

Sr. Outreach Specialist implements the reThink program within the private and public sector; the program includes the promotion and implementation of carpooling, vanpooling, riding transit, biking, walking, telecommuting, and alternate work schedules. Develops and maintains partnerships with businesses, organizations and local governments across nine counties. Coordinates with transit agencies and local planning agencies for the promotion/support of alternative modes of transportation. Coordinates and conducts outreach events aimed at targeting commuters. Assists commuters with ridematching and Emergency Ride Home registration. Develops and facilitates transportation plans for individual worksites to improve air quality, decrease traffic congestion, conserve natural resources and help people save money. Developing and co-writing a Telecommuting Manual that promotes telecommuting and assists businesses and local governments throughout Central Florida in implementing telecommuting programs.


**Avery Entertainment  
(2008-July 2010)**

Public Relations Specialist and Editor. Responsible for the development and execution of the layout and creative design of the cookbook, *Cooking for Food Allergies: Everyday and Gourmet*. Created and managed all promotions, press releases and public relations aspects.

**Steak and Ale  
(2004-2008)**

Marketing and Sales Manager for Florida units. Developed and initiated marketing strategy, brand awareness, and sales for ten restaurants throughout the state of Florida. Created marketing

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strategy, copy, creative project briefs and supervised the creative process. Created copy, marketing strategies, and creative project briefs concept-wide, which were implemented and utilized at Steak and Ale's nation-wide. Developed the Local Store Marketing Manual for 2008. Managed and trained local store marketing coordinators. Managed, educated, directed and held restaurant general managers accountable for executing marketing initiatives and procedures. Developed and implemented local store marketing plans; tracked increases. Responsible for creating Florida sales goals and unit-level marketing budget. Tracked sales, traffic increases and redemptions of local store marketing materials used. Promoted brand through organizing charitable events, city tastes, bridal shows, and community sponsored events and attended chamber of commerce meetings as a member of multiple chambers throughout Florida. Coordinated all local and state-wide promotional events and managed all sales related issues.

**Steak and Ale  
(2003-2004)**

Marketing Coordinator. Created and executed grassroots marketing strategies, which increased sales, traffic and brand awareness.