



Liz Nicklos

Liz is an account executive at LaBreche.

At the core of Liz's skill in brand communications is a love for writing. Liz truly enjoys being a storyteller for her clients, and is most satisfied when helping them find and deliver their most compelling, authentic messages.

Before joining LaBreche, Liz worked at Gillette Children's Specialty Healthcare in St. Paul as a public relations specialist, where she executed hospital and foundation media relations and marketing projects. Prior to that, Liz was a public relations consultant at Child Development Services in Colorado, where she focused on internal and external communications projects.

Liz excels in gaining media connections and coverage for myriad clients across industries with local, regional or global reach. Her client roster includes law firm Faegre & Benson, the Wood Products Council, Victaulic, and CotterWeb Enterprises. Liz's excellent communications skills are fueled by her experience in the media and journalism industry—including internships at *The Bremerton Sun* in Bremerton, Washington, and at *Kiplinger Magazine* in Washington, D.C.

Liz is a member of the Minnesota chapter of the International Association of Business Communicators (IABC). She is also a member of FreePress, and is a media reform and media policy advocate. Liz graduated from Coe College in Cedar Rapids, Iowa, with a BA in English and Writing with a minor in Religion.

Hometown:

La Junta, Colorado

Birthday: March 14

Fascinating family fact:

Not necessarily fascinating, but my last name is pronounced "Nickels," not "Nicklos."

Favorite color: Purple

My daily media fix:

I get *The New York Times* headlines in my inbox every day.

Person I admire and why:

A professor I had in college, Dr. Bob Marrs, because he made writing accessible and necessary for everyone.

Farthest place I've traveled:

Chiang Mai, Thailand

Something you might not know about me otherwise:

My dad and his siblings own and operate a cattle ranch in southeastern Colorado, and every spring I help brand and vaccinate the new calves.

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