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Nickerson promotes Mulaire to director of PR & media relations

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Shannon Mulaire

Boston, MA Nickerson, a full-service branding, marketing, PR and communications agency has named Shannon Mulaire director of PR & media relations. As director of PR & media relations, Mulaire will oversee media relationship management, client-partner public relations activities, internal and external agency-related communications, in addition to overseeing growth of Nickerson's PR & communications division. She previously held the position of director of media relations.

Mulaire joined Nickerson in early 2023, bringing with her over 20 years of TV news experience, most recently as the leading news anchor and award-winning journalist for NBC News in Boston. Her excellence in journalism earned her multiple honors including the Edward R. Murrow award, one of the highest acknowledgments in journalism.

Her career began behind the camera as a writer and producer in Fort Myers, FL at WFTX, then to Tampa as a general assignment reporter and fill-in anchor for WTVT Tampa. She has worked for multiple networks and local outlets, including Fox 25.

since and maintains a nationwide network of media contacts on both a local and network level.

Mulaire, a fluent Spanish speaker, reported from the Dominican Republic where she appeared on both Spanish and English language stations, to anchoring live post-game shows on the field after various Patriots' Super Bowl appearances, Bruin's games and Red Sox World Series wins. Her reporting and field anchoring from the 2017 Presidential Inauguration in Washington D.C. was featured on both NECN and NBC10 Boston and drew high praise.

"This is an incredible opportunity and exciting new chapter in my public relations career at Nickerson," said Mulaire. "I am passionate about creating stories that inform, educate, and entertain the public and I look forward to continue bringing my experience and unique perspective in front of and behind the camera to enhance the media and communication opportunities for our client-partners. Leading this team of talented communicators to further the success of our client-partners is a challenge I embrace and look forward to."

"Shannon's strong leadership capabilities have allowed her to quickly earn the trust of our team and client-partners," said Lisa Nickerson, CEO & founder. "As the agency continues to grow, and partner with companies in new cities and industries, Shannon's business acumen combined with her deep understanding of the communications industry, will continue to be a valuable combination."

Mulaire is a proud graduate of Wellesley College and holds a master's in Broadcast Journalism from Emerson College. She represents Nickerson as a member of the Greater Boston Chamber of Commerce. A mother of three, and a two-time Boston Marathon finisher, Mulaire enjoys sports and participates in a competitive women's soccer league. Mulaire has a passion for the growth of women

and girls in sports and is always looking to integrate her institutional sports knowledge into her work with Nickerson's clients-partners.

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