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## **Jewell joins Nickerson as senior manager of PR and communications**

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Alyssa Jewell

Boston, MA Nickerson has hired Alyssa Jewell as senior manager of PR and communications.

Jewell brings more than a decade of television news experience. In her previous role as an executive producer at NBC10 Boston, Jewell managed a team of journalists, covering a range of topics from the British Royal Family visit to Boston to rising sea levels and climate change. Jewell started her career as a producer in Paducah, KY, later joining WMUR in Manchester, N.H. During her tenure in broadcast journalism, she built and expanded a network of media and news connections throughout the New England region.

Jewell has received numerous awards for her work in broadcast television, including two New England Emmy awards for her efforts as an 'Outstanding Live News Producer' and 'Outstanding Team Coverage.' Additionally, Jewell earned the regional Edward R. Murrow award, one of the highest acknowledgments in journalism, for her team's work covering the Cape Cod tornado and its major impact on the community.

"With my background in broadcast journalism including creative writing, project and media management, and crisis communications experience, I am excited to share my unique perspective with the knowledgeable Nickerson team," said Jewell. "There's nothing I love more than telling stories, and it's a privilege to showcase our client-partners and how they better their communities every day."

Jewell's role as senior manager of PR & communications will include cultivating media and public relations efforts for Nickerson's client-partners in the sustainability, property technology, built environment, and healthcare industries. She will work with the team to execute strategic communications in new and exciting ways through media sources and creative storytelling.

"With the strategic addition of Alyssa to our Boston team, we have fortified our unique position in the heart of one of America's most dynamic media landscapes," said director of PR and media relations Shannon Mulaire. "Alyssa's extensive network and in-depth knowledge of how stories get told translate into significant, tangible value for our client-partners, as we navigate the media terrain with an expertise that is second to none."

Jewell is a graduate of DePauw University with a bachelor's degree in Communications and a minor in Psychology. She is a member of the Massachusetts Horticultural Society.

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