



## **About NEST's Community Marketing LLC**

**NEST Community Marketing LLC** helps businesses and associations who have big ideas, but not enough resources to hatch them. We help them identify and share those ideas with a targeted and purposeful community, and work a plan to inspire that audience to the desired action. NEST has three service divisions – Nonprofit Navigation, Marketing Migration, and Strategy on the Fly.

*Nonprofit Navigation* helps 501c3 charitable and 501c6 trade/advocacy organizations connect with their constituency and further their mission through board and member engagement, program and event development and implementation, message refinement, creating community partnerships, and organizing fundraising strategy and operational efficiency.

*Marketing Migration* works with nonprofits and small-to-medium for-profit businesses looking to further define their messaging, expand their reach, increase their sales, and develop a clear and easy to implement targeted marketing plan.

*Strategy on the Fly* is designed as episodic engagements with NEST for brainstorming sessions, training and facilitation, and peer coaching for individuals, groups and businesses looking to soar.

Current client roster includes the education, social services, healthcare, food/beverage, entertainment, startup and trade association industries.

My perfect partner client needs someone who can look long term at the big picture, but also wants "in the weeds" tactical assistance for the day-to-day activities to get to their goals. My clients are the ones looking to take their business to the next level, expand and engage their audiences, and who want to get their marketing going in the right direction. I literally take a bird's-eye approach to the business and develops outcomes-based initiatives to help my clients grow.

**Hatch. Share. Inspire.**

## **About NEST's Leadership**

Robin Miller, president of **NEST Community Marketing**, is a Yankee turned Louisvillian in 1999, with nearly a decade in between in our nation's capital. A graduate of Washington, D.C.'s The American University with a B.A. in Communications and a minor in Educational Studies, Robin launched her career in the public sector in D.C.

Her first professional post was with the national American Federation of Teachers, a teachers' union, where she and a colleague led the public advocacy efforts around a national campaign to raise the standards of achievement and conduct in public schools. While working there, she pursued her Master's Degree part-time also at The American University, in a program she designed herself, called Educational Advocacy. Her career goal was to develop strategic public-private partnerships around mission-based community issues and elicit support via marketing initiatives and customer engagement.

Her personal journey took her to Louisville, where she continued to be immersed in the private sector through public sector posts – trade associations.

For twenty years, Robin worked within the public education, social service and business association sectors, having worked as an Education Director, a Director of Brand Advancement, an Executive Director, and a Vice President for Fundraising. Past organizations include the Louisville Bar Association, the Advertising Federation of Louisville, the Kentucky Science Center, and the Home of the Innocents.

Putting her love for collaboration, the big picture, strategic thinking, and organizational growth together, Robin founded **NEST Community Marketing** in 2014, to help non-profits, small businesses and entrepreneurs hatch their next big idea through three service areas – Marketing Migration, Non-Profit Navigation, and Strategy on the Fly.

The perfect client is the one who is looking to take their business to the next level, expand their audience, and who wants to get their marketing going in the right direction. Robin literally takes a bird's-eye approach to the business and develops outcomes-based initiatives to help her clients grow.

Professionally, she was peer-selected as the national Executive Director of the Year for the American Advertising Federation in 2009. Robin has won other awards as well -- including *Business First's* "40 Under 40" which she earned at age 27. She is a graduate of Leadership Louisville's Focus Louisville, Bingham Fellows, and Leadership Southern Indiana.

Personally, Robin is also a steadfast and career volunteer – as her daughter's former Girl Scout leader, the former PTO president, and the Planning Officer for her Homeowner's Association, as well as a board member for the Carnegie Center for Art & History, and the president of the National Association of Women Business Owners.

Her current client roster includes the education, social services, arts, healthcare, food & beverage, and trade association industries.

