



**PRECISION.  
PASSION.  
RESULTS.**



# Who we are.

Pride Public Relations is an award winning, full-service public relations agency where

creativity is nurtured,  
**results**  
are celebrated,  
and effective public relations campaigns are developed.

Our talented team of seasoned professionals brings precision, passion and results to every project.

Did we mention we have more than two decades of experience in public relations, advertising and branding? Our clients love the diverse perspectives our team brings to the table.



Our name is directly connected to and inspired by Pride Magazine, Charlotte's oldest and only minority-owned magazine, which is owned by our co-founder Dee Dixon.



**HUB**  
CERTIFIED

# The power of storytelling



Our award-winning team of communications professionals understands how to tell stories in a way that resonates with diverse audiences.

Our agency's founders — a former newspaper reporter and a magazine publisher—understand how newsrooms work. The agency has built invaluable relationships with producers, editors and reporters in the media.

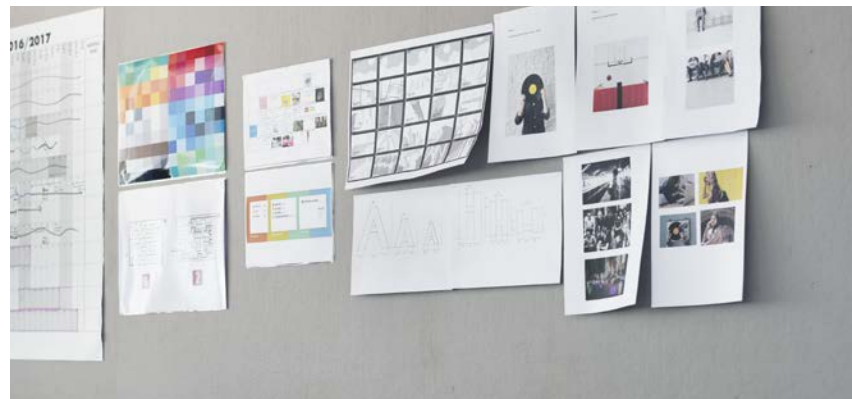
**Everyone loves a good story. What's yours?**

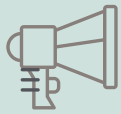
# How we work strategists & tacticians

We are strategists and tacticians who craft powerful publicity campaigns from start to finish.

We are an extension of your organization's communications department. Our team brings a variety of resources to the table including writing, media relations, graphic design, web design and social media management.

Unlike other agencies, we have our finger on the pulse of the communities we serve and have established strong relationships with key influencers, grassroots organizations, business groups and elected officials.





## ADVERTISING

Let us help announce your brand to the masses with various advertising outlets.



## COMMUNITY ENGAGEMENT

We can assist your brand with access to groups for collaboration activities and more.



## CONTENT CREATION

We can create viable and visually stimulating content to enhance brand messaging.



## EVENT PLANNING

Pride PR can manage and execute corporate gatherings, business launches and more.

# Our services



## MARKET RESEARCH

Allow us to use technical research tools to affirm information about a market, service or product.



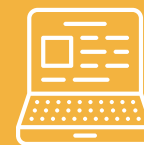
## PUBLIC RELATIONS

Pride PR can manage your brand image to maintain a favorable opinion and create opportunities for you.



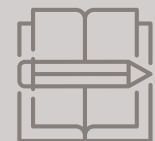
## SOCIAL MEDIA

Let us manage social presence by creating buzz worthy, quality and consistent content.



## WEB DESIGN

We offer website creation and design services to amplify your online presence.



## WRITING SERVICES

From copywriting to proofreading, we can compose your content and documents.

# What's next



**This is an exciting time for our agency.**  
Our client roster continues to expand.

As a result, the agency has had the opportunity to represent national, regional and local brands that span the banking, technology, government and nonprofit sectors.



# Dee Dixon



Dee Dixon is a seasoned advertising and communications professional and a successful entrepreneur. As the President and CEO of Pride Communications, Dixon has built Pride Magazine into an important voice for the Charlotte community.

In addition, Dixon founded the non-profit, PEEP (Pride Entrepreneur Education Program) and launched Pride Public Relations with Nephterra Estrada Best. She has been the visionary behind several of Charlotte's major events including The Pride Sunset Jazz Festival, Pride Awards Gala and the Charlotte Small Business Symposium. Dixon was named Charlotte Business Woman of the Year in 2006.

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**Pride Public Relations was started in 2008 in Charlotte, N.C. By Dee Dixon and Nephterra Estrada-Best. The pair met while Nephterra interned in college at JCSU at Pride Magazine under Dee Dixon. After Mrs. Best graduated from college, the two kept in contact and later formed Pride Public Relations.**

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# Nephterra Estrada-Best

Nephterra Estrada Best is an award-winning public relations professional and communications strategist. She is the co-founder of Pride Public relations, based in uptown Charlotte North Carolina. During her 15-year career, she has successfully managed public relations campaigns in more than 25 industries including health care, government, financial services, retail, real estate and entertainment.

Her resume includes working with organizations like the City of Charlotte, Charlotte Water, Mecklenburg County Health Department, Girl Scouts Hornets' Nest Council, INLIVIAN (formerly the Charlotte Housing Authority), The Snow Legal Group, Veolia Water, Walmart and Wells Fargo.

Leadership is in her DNA. Her passion for her community is contagious and her energy is infectious. Trained as a journalist, she has a unique background in entrepreneurship, strategic communications and public relations.



 @wedoprcharlotte

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Please contact us today to learn more about our agency and explore how we can help your organization communicate in a meaningful way.



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