

# East End's Nancy Marshall Top PR Winner For 3rd Year

Nancy Marshall, a resident of Portland's East End, has earned Maine's top award for public relations work for the third year in a row. Marshall's agency, Marshall Communications, was recently awarded the Maine Public Relations Council's Best in Show award for a media campaign it created for Orvis's 50/50 on the Water, an initiative to introduce more women to the sport of fly fishing.

Marshall said, "I was first introduced to the sport of fly fishing by Master Maine Guide Bonnie Holding. I handled her PR back in the 1980s, and many journalists told us that she was the only guide with a publicist. I am proud that my team is now involved in promoting the sport to women around the country."

Marshall, known as The PR Maven®, founded Marshall Communications in 1991 in her A-frame home on the shores of the Carrabassett River after having worked in Sugarloaf's marketing department for seven years. Sugarloaf was her first client. The agency has since grown from a one-woman operation to a team of 11 and is one of the longest-operating marketing and PR agencies in the state.

Marshall is the author of the book *PR Works!*, a real-world how-to guide to the best in traditional, guerilla, new media and digital PR strategies. She is also a columnist for *Forbes.com* and *Mainebiz*, a business and motivational speaker, a social media strategist, and the author of the blog [prmaven.com](http://prmaven.com).

While representing Northern Outdoors in West Forks, Maine, Marshall earned her Maine whitewater guide license. Before entering the field of public relations, she became an associate certified ski instructor through the Professional Ski Instructors of America and worked at the Lost Valley ski area in Auburn. As a teen, after earning her American Red Cross Water Safety Certification, Marshall was a lifeguard and swim instructor at Damariscotta Lake State Park in Jefferson and was the waterfront director for at Camp Merrowvista in Tuftonboro, New Hampshire. While working there, she founded the Go-Getters Club, an organisation that still exists 40 years on. She has completed the Trek Across Maine seven times, benefitting the American Lung Association, as part of the Carrabassett Cycology team. "I've always been someone who said, 'I can do that and I have always wanted to be involved with people and organisations that made me feel happy. I was blessed to have parents who always carted me around from one activity to another and encouraged me to try new things. All these childhood experiences have enabled me to better represent clients in public relations, and my years at Sugarloaf certainly laid the foundation of a fulfilling career.'" Marshall now hosts The PR Maven® Podcast, available at [prmaven.com/podcast](http://prmaven.com/podcast).



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