

Nicole Pride, CEO & Founder
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Go from unseen to UNFORGETTABLE™

"Blossom Business Group, LLC elevated my visibility and turned my priorities into a clear, compelling narrative—powerfully aligned with my goals and audience."

Mayor Patricia Hendricks Farmer
Lawrence Township, New Jersey

PAST PERFORMANCE

Blossom Business Group, LLC, founded by Nicole Pride, delivers high-impact branding, media, and communications strategies that elevate visibility, build trust, and drive engagement for leaders, institutions, and mission-driven brands.

Representative Work Includes:

- Executive Brand Strategy (City Government Leader, Ongoing) - Leading public visibility and personal branding for a sitting mayor, including messaging, positioning, and media coaching
- Podcast & Content Strategy (Corporate Community Connections, Inc.) - Produced and hosted the dfree® financial empowerment series, powered by Prudential. Merged editorial direction, talent curation, and skilled on-camera hosting to engage diverse audience segments.
- Crisis Communications (Ross University School of Medicine) - Directed communication efforts post-Hurricane Maria, including messaging for the evacuation of 1,300 students and coordination of multi-site academic continuity plans.
- Institutional Brand Transformation (Princeton Theological Seminary) - Redefined digital presence and communication strategy, improving stakeholder engagement and organizational clarity.
- Strategic Rebranding (First Baptist Church of Lincoln Gardens) - Oversaw communications during a leadership transition and post-pandemic reopening for a 6,000-member congregation; also led interior design and youth space branding to boost generational engagement.

Certifications & Registrations

- SBE - Small Business Enterprise
- MWBE - Minority Women Business Enterprise
- NJSTART Registration

NAICS Codes

- 541820 - Public Relations Services
- 541613 - Marketing Consulting Services
- 541430 - Graphic Design Services
- 541410 - Interior Design Services

PSC Codes

- R701 - Management Support: Advertising
- R708 - Management Support: Public Relations
- R799 - Management Support: Other
- T006 - Film/Video Tape Production
- U008 - Training/Curriculum Development

COMPANY OVERVIEW

Blossom Business Group, LLC is a woman-owned strategic communications consultancy based in Somerset, New Jersey. We help public sector agencies, nonprofit organizations, and executive leaders elevate their visibility, credibility, and authority through message clarity, culturally responsive storytelling, and values-driven media strategy.

Founded in 2016 and operating full-time since 2023, Blossom combines boutique agility with big-agency polish. Our founder, Nicole Pride, brings over 20 years of national experience leading communications strategy for global brands, higher education institutions, and mission-driven organizations. We serve clients locally and nationally with a deep commitment to impact, alignment, and trust.

CORE COMPETENCIES

- Strategic Communications Planning & Execution
- Public Relations & Reputation Management
- Executive Media Coaching & Thought Leadership
- Brand Strategy & Messaging Architecture
- Graphic Design & Visual Brand Identity
- Content Development (Podcast, Video, Digital Media)
- Crisis Communications & Narrative Alignment
- Curriculum Development & Training Facilitation

DIFFERENTIATORS



Fortune 500 Experience

Led national campaigns for brands such as Lipton Tea, Simply Orange, and Domino's Pizza



Culturally Fluent Storytelling

Deep expertise in storytelling for diverse, mission-driven audiences



Executive-Level Communications

Executive-level communications support in higher education and nonprofits



Stakeholder Trust & Credibility

Demonstrated success building credibility with internal and external stakeholders through intentional, values-aligned communication.