



public relations | marketing | advertising

Capabilities Deck People. Places. Products

Brand Building That Makes A Splash!

Presented by Cielo Consulting, LLC
cieloconsulting.biz



AGENDA

- ABOUT
We have been killin' it since the new millennium
- SERVICES
We've got you covered!
- HOW WE WORK
Strategic is our middle name
- CLIENT PORTFOLIO/CAREER WORK
A wide range of powerful brands have trusted us
- CASE STUDIES
We're proud of our success
- TESTIMONIALS
What our clients have to say





About Cielo Consulting

A boutique public relations and marketing agency specializing in **People**, **Places** and **Products**, based out of South Orange, New Jersey, 18 miles outside of Manhattan.

About Cielo Consulting



OUR EXPERIENCE

Founder & President, Nubia DuVall Wilson, and her team have more than 20 years of experience launching national and international public relations and marketing campaigns for some of the world's biggest brands.

OUR TRACK RECORD

We place news stories that create return on investment and consumer engagement. Our core categories include travel, health & wellness, food & beverage, media/publishing and entertainment. We also focus on social impact and DEI, especially for thought leaders and nonprofits.

OUR PASSION

“Cielo” (pronounced SEE-el-oh) means “sky” in Spanish. We Dream Big and want our clients to do the same. We want our clients' businesses to grow, which means our devotion is infectious—90% of our new business comes from current clients and industry peers suggesting us.

PRESIDENT & FOUNDER

Nubia DuVall Wilson

Nubia has worked in the public relations and media industry for more than 15 years. After graduating from Barnard College, Columbia University, her professional career started in Taipei, Taiwan, where she contributed to the growth of a high-end English-speaking school through events, advertising and developing an Mtv series featuring teachers at the school, enabling it to open a second location in one year. After working at *Real Simple* at Time Inc. upon her return to NYC, she switched to public relations and marketing—her first big client was Bacardi Global Travel Retail Division for which she handled B2B media relations, luxury partnerships, large-scale events, retail activations and advertising. Later she transitioned to luxury travel PR, during which she supported Marriott, Preferred Hotel Group, Mustique Island, Eden Rock - St Barths and many others.

Nubia's diverse background in journalism, consumer marketing and public relations enables her to have a keen sense of strategy when developing communications campaigns, which ultimately help her clients' goals and dreams become a reality.



Cielo Consulting's Team



OUR TEAM COMES WITH DECADES OF EXPERIENCE IN
MARKETING AND PUBLIC RELATIONS



MARY SULLIVAN
B2B, LIFESTYLE, WELLNESS



DUDLEY CADET
B2B, B2C, SOCIAL MEDIA



ERICA OHAYON
BOOKS, PERSONALITIES

Cielo Consulting's Team



Mary Sullivan, B2B & B2C PR & SOCIAL MEDIA, Account Manager

Mary Sullivan is a strategic public relations professional who delivers results and has covered a variety of B-to-B and B-to-C industries, including technology, wellness, lifestyle, alternative investing, insurance, consumer finance and fintech. Mary served as the lead on large-scale campaigns for Fortune 500 companies at her former firm, Prosek Partners. She graduated from Fairfield University with a double major in English and Politics and a double minor in Italian Studies and Women's Studies.



Dudley Cadet, B2B & B2C PR, Assistant Account Executive

Dudley Cadet is a social media and public relations expert in B2B and B2C industries. Cadet has implemented marketing and social media strategies for companies in adult drinks, sports, construction, and award shows. He has implemented strategies for growing businesses like Macrobites and sports teams like the New Jersey Warriors. Dudley most recently administered new B2B marketing strategies for the popular Webby Awards. He has a degree in Communication and Media Studies/Business from Montclair State University. \

Cielo Consulting's Team



Erica Ohayon, F&B, Events, Publishing

Erica Ohayon is a virtuoso in launching and promoting products and personalities. She has spent the bulk of her career crafting publicity campaigns for pop-culture celebrity authors. She has coordinated and executed several major launches for *New York Times* best-selling books, as well as media-driven events for celebrity authors, such as 50 Cent, Kanye West, Kendra Wilkinson, Nikki Sixx, Nicole “Snooki” Polizzi & various WWE stars. Throughout her career, she has also supported restaurants, celebrity chefs and cookbook authors.



■ — Services

Public Relations & Marketing Services



PUBLIC RELATIONS

- Media Relations
- Media Training
- Thought Leadership
- Social Media Campaigns

EVENTS

- Strategies & Concepts
- Plan & Activate
- Promote & Amplify

WRITING

- Blog Posts
- Website Content
- E-Newsletters
- Press Kits

MARKETING

- Ad Campaigns
- Strategic Partnerships
- Marketing Collateral

How We Work

The 5 Touch Points



TRADITIONAL PR

Constant contact with top-tier media and freelancers; national and regional campaigns to secure press hits



BUILDING CREDIBILITY

A strategic PR plan based on current trends and media opportunities that build on the brand's key messages and strengths



STRATEGIC PARTNERSHIPS

Partnering with the right brands or influencers to drive awareness among client's target audience



INTERACTIVE EVENTS

Planning/promoting client's events to connect with consumers and expand awareness



SOCIAL MEDIA

Advising on/launching digital campaigns to amplify PR and marketing efforts

Client Portfolio

ENTERTAINMENT



TRAVEL



LIFESTYLE



WELLNESS



F&B



CAREER WORK

RETAIL

SPORTS

SPIRITS

DESTINATIONS

HOTELS



SAMSUNG



BOMBAY SAPPHIRE

Mustique



Preferred HOTEL GROUP



Arnold Palmer INVITATIONAL



BAL HARBOUR
- MIAMI -



ER EDEN ROCK
ST BARTHS



Dewar's
FINEST SCOTCH WHISKY



NASCAR



NYRR
NEW YORK ROAD RUNNERS



BACARDI



The Scottish Government



MARRIOTT



HOTEL MARTINEZ
CANNES



Case Studies & Testimonials

Brand Building That Makes A Splash

ChicagoMOD Mag Launch & Charity Event

ACTIONS

Developed a strategic launch strategy for *ChicagoMOD*, a luxury lifestyle publication catering to Chicago's most discerning audiences

- *Crain's Chicago* received exclusive story on launch, resulting in increased interest in event partners and potential advertisers
- Secured entertainment reporter Showbiz Shelly as Red Carpet Host, managed red carpet
- Celebrity VIPs and influencers included *Chicago Fire* lead and cover star Taylor Kinney, *Chicago Fire's* Monica Raymund, *Hamilton* actors Miguel Cervantes and Christopher Lee and *Step Up* actress, Drew Sidora, singer Lili K, among other notable guests
- Silent auction supported the 100 Club of Chicago, which provides financial

RESULTS

- **Watch Red Carpet Taylor Kinney Interview [here](#)**
- Launch featured in 15+ Chicago-based online websites and blogs
- The digital coverage exceeded 22+ million UVM including MediaPost, CBS, The ChicagoLite, Lux&Concord, The Street, Party Slate, and Candid Candice
- Total PR value: \$137,500+ / Total Online UVM Reach: 22,521,865
- Total Social Media Impressions: 3,823,106

Taylor Kinney from *Chicago Fire* on Red Carpet

HudsonMOD's 5th Anniversary Red Carpet & Charity Event

ACTIONS & RESULTS

Supported HudsonMOD magazine to plan and run their 5th anniversary party in Liberty Park, Jersey City.

- Secured lifestyle NYC-based media who jumped the pond to attend red carpet event
- Created key messages for client interviews; managed red carpet
- Secured actors to be interviewed on red carpet, including Francesca Curran from *Orange is the New Black*, actress and producer Iliana Guibert and British actor Emrhys Cooper
- Secured local luxury vendors to donate to the silent auction to raise money for the rescue-dog focused nonprofit Animal Aide USA
- Raised \$5,000 for Animal Aid USA
- Secured IG famous Mini-Dachshund @mayathedox (95k IG fans in 2017)
- Total Media Impressions: 520,000+
- [View Getty Images here](#)



WOMEN WARRIORS

Social Justice Concert Premier

Our Truth is Our
Power

CHALLENGE

Customize and execute a strategic PR, social media and advertising plan for the premiere of *Woman Warriors: The Voices of Change*, a “docusymphony,” produced by Orchestra Moderne NYC, to fill Alice Tully Hall at Lincoln Center. With only a 3-month lead time, tactics had to be razor focused and produce ROI.

ACTIONS

- Secured op eds/interviews for producer Amy Andersson to discuss her vision for socially relevant concerts that bring youth into concert halls.
- Vetted and forged partnerships with Entercom, New York Public Radio and *New York* magazine to develop social, digital and broadcast programming to drive awareness and engagement with women 20 - 50+ in the New York area.
- Developed and managed social media channels Instagram and Twitter, as well as developed, wrote and disseminated e-newsletters to customer base.
- Secured media to attend from *The Wall Street Journal*, *New York Magazine*, Mel Robbins Show, *Curve* magazine, among others.
- Celebrity VIPs and influencers, including *Law & Order* star Tamara Tunie, Erica Gimple most known for her role in *Fame*, actors Susan Heywood and Angela Robinson from *Have and Have Nots*.

AMPLIFYING A SOCIAL JUSTICE CONCERT



Exclusive interview w/
Producer Amy
Andersson



3-MONTH RESULTS

NYC Concert Premier



Female Composers
Worked on 1% of Top
Films Since 2007 – Can
a New Concert Help
Even the Score?

250,000,000+ MEDIA IMPRESSIONS

\$136,000+ PR VALUE

“I Founded A Social
Justice Orchestra in a
Male-Dominated
Industry That Told Me to
Stay Home”



1 FULL HOUSE AT
LINCOLN CENTER

PlaneAire Travel Mist

Online Product Launch

CHALLENGE

Compete with corporate giants like Purell and Clorox for exposure and credibility. Without a spokesperson and no ingredients legally allowed to be shared, position PlaneAire as a science-backed, all-natural, made-for-travel alternative to chemical-based antibacterials.

ACTIONS

- Media samplings with full bottles to germaphobe celebs, influencers and travel/wellness/lifestyle writers to create impactful social media content and media stories.
- Touted laboratory test results proving 99% kill rate on MRSA, Salmonella, Pseudomonas and Staph for hours.
- Secured editorial sponsorship with organic-living media platform CleanPlates.com for immediate third-party credibility that converted into sales.
- Developed print and digital ad campaign “What Will You Take?”

RESULTS

- A-list press: Refinery29, Essence, Yahoo!, Travel Channel, Business Traveler, Bustle
- Giveaway on Dr. Oz show without any media buy fees
- 13 broadcast segments coast-to-coast
- Dan Levy of “Schitt’s Creek” included in his GQ video “10 Things I Can’t Live Without” without a paid endorsement



LAUNCHING INNOVATION

DR. OZ GIVEAWAY
WITH UNITED
AIRLINES PARTNER



YEAR 1 RESULTS

Product Launch

Click arrow on
videos to watch

114

TOTAL NUMBER
OF PLACEMENTS

200,000,000

TOTAL MEDIA
IMPRESSIONS

“10 THINGS DAN
CAN’T LIVING
WITHOUT” GQ VIDEO



NBC CT LIVE! STAY
SANE ON THE
PLANE



\$2,186,779

TOTAL PR VALUE

Authors & Advocacy

CHALLENGE

Position co-authors Jamiyl Samuels and Tracy-Ann Samuels of the TASK superhero children's book series as thought leaders on and advocates for Autism Spectrum Disorder. Gain awareness for their book series and newest book, The Sensationally Super Sandy.

ACTIONS

- Re-designed website from WREAC HAVOC to T.A.S.K (The Amazingly Sensational Kids) media company for a kid-friendly, media-friendly brand.
- During Autism Awareness Month, leveraged the stat that Black children are 5 times more likely to be misdiagnosed for Autism than white children.
- Pitched online, broadcast and radio/podcast interviews for co-authors to discuss how they are advocates for autistic Black children (and all kids)
- Positioned TASK books as tools to facilitate discussions on anti-bullying and how to support this special needs community (children and families)

RESULTS

- TV Segments on ABC NY Here & Now, KTVU CA Fox, WBFF Baltimore Fox
- Secured ongoing Op-Ed for Tracy-Ann in national parenting site Mommybites.com
- Secured radio segments on Philly's Favor, Autism Thinks, KWAY AM, WPTF North Carolina, and more
- Interviewed by NY Family, Fatherhood at 40, ENSPIRE magazine and featured in LA Parent
- Invited to speak on Autism and Comics panel at Blerd City Con 2021

Trey Amani





TASK Superhero Series for Kids



3-MONTH RESULTS

Authors & Advocacy

Click arrow on videos to watch



Black Children and Diagnosis Disparity

9,827,796+ MEDIA IMPRESSIONS

\$327,191+ TOTAL PR VALUE

21 PLACEMENTS

3 BOOKS FROM SERIES SOLD OUT

NEW YORK family Parent L.A.



mommybites®

enspire

A photograph of Michaela Guzy, a woman with blonde hair, wearing a bright red dress and a headband, sitting on the back of a yellow safari vehicle. She is smiling and looking towards the camera. The background shows a savanna landscape with trees and a clear sky.

Michaela Guzy

Thought Leadership

CHALLENGE

Secure TV segments and enhance social media presence for former corporate travel ad exec at AmEx publishing turned content creator Michaela Guzy, who launched an online video series while living alone in South Africa called OhThePeopleYouMeet.

ACTIONS

- Created a new tagline for Michaela's brand persona still currently used, "Storytelling Beyond Borders. Fearless Beyond Reason."
- Positioned Michaela as the go-to expert to discuss the United Nations' 3 main pillars of sustainable tourism, as the year was designated by them as the *International Year of Sustainable Tourism for Development*.
- Secured TV morning news lifestyle segments to discuss family-friendly sustainable travel experiences that won't break the bank.

RESULTS

- Segments on CBS New York, Fox2 Now St. Louis, WJLA Good Morning Washington, WTNH Good Morning CT, PIX 11 New York, Houston Life, Good Day Baltimore
- Facilitated Wildlife Conservation Film Festival award submission and won
- Developed Michaela's Minute, a syndicated SMT for brand integration opportunities
- Arianna Huffington personally invited Michaela to syndicate her content to ThriveGlobal.com



WINTER ESCAPES



18-MONTH RESULTS

Thought Leadership

Click arrow on videos to watch



SUSTAINABLE
GETAWAYS

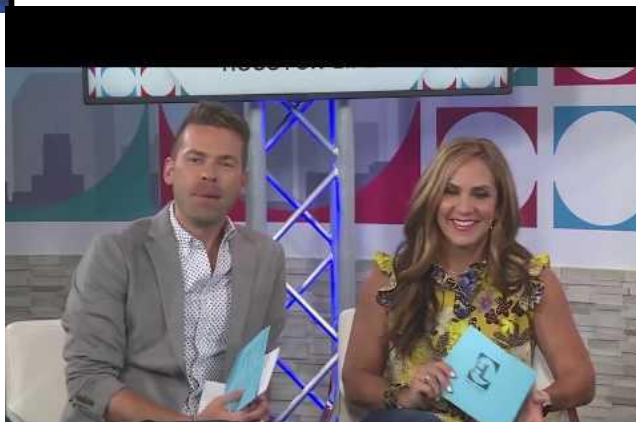
42,843,007,000 MEDIA IMPRESSIONS

15+ TV SEGMENTS NATIONWIDE

20+ ONLINE FEATURES



FAMILY
TRAVEL TIPS



1 WIKIPEDIA PAGE EARNED

Why Choose Cielo?

Our Clients Say...



Deborah Lu Lynch, PlaneAire

“We hired Cielo a few months before we officially launched and it really made a difference...Cielo has become an integral part of our PR and marketing efforts by developing and launching our national and regional ad campaigns, as well as keeping PlaneAire **consistently in national press** since launching in December 2018.”

Jared Koch, CleanPlates.com

“I have nothing but good things to say about working with Nubia and Mary at Cielo. **The results far exceeded my expectations** and they are truly a pleasure to work with.”

Amy Andersson, Producer/Conductor, Women Warriors: The Voices of Change

Cielo’s public relations and marketing support **effectively helped us spread the word and fill seats with media, influencers and the general public.** Cielo became an integral part of my team by helping me launch a newsletter and social media handles for the concert, brainstorming innovative ways to expand awareness for the concert among its target audience in NYC through partnerships, and by facilitating local and national interviews for media coverage.”

Gabrielle Anggono, Rookie Humans

“It was a pleasure working with Cielo Consulting during the launch of our brand. **Nubia helped speed up our discovery process by helping drive journalists to our trade show booths, and getting us earned media spotlights with different publications and influencers.** She has an energetic and vibrant personality, and one can’t help but feel like she goes above and beyond to achieve our PR goals.”



public relations | marketing | advertising

South Orange, NJ 07079

646.357.0428

info@cieloconsulting.biz

cieloconsulting.biz

— **THANK YOU**