

Nicolle Picray serves as Public Relations and Brand Communications Manager for Pella Corporation where she is responsible for Media Relations, Influencer Outreach, Social Media Strategy and Crisis Communications.

A season marketing strategist, Nicolle joined the Pella team in 2014, leading Social Media and Content strategy as part of the Marketing Communications team. Prior to Pella Corporation, Nicolle founded a marketing consultancy focused on digital brand presence, which was later acquired in 2013. Possessing a diverse B2B and B2C background, she has led marketing strategies across several categories including SAAS, Automotive, and Skilled Trade Services.

An Iowa State University Graduate, Nicolle received her B.S. in Public Relations in 2008 and began her professional career at The Des Moines Register shortly after as an Advertising Account Executive.