



**Updated: July 28, 2025**

# I. Agency Overview

Pride Public Relations is an award-winning strategic communications firm headquartered in Charlotte, North Carolina. Since launching Pride PR in 2008, the firm has executed comprehensive communications programs for clients in Charlotte and throughout the United States.

Our agency offers a multi-disciplined team of communications professionals to serve the unique needs of our clients. We consider your goals and objectives, build a solid strategy and then utilize the most effective methods to reach your audience, always with tremendous value-added. No matter what type or size of project, we offer ideas and strategies that ensure success.

We have intentionally developed a team that brings diverse expertise and unique lived experiences to each project. This is a testament to our agency's commitment to reflecting the vibrance of the Charlotte community. We believe that a diverse staff with a range of perspectives gives us the unique ability to design meaningful, community-centered campaigns that meet people where they are.

We are proud to have worked on important local campaigns and with organizations like Foundation for the Carolinas, Charlotte Future 2040, Mayor's Racial Equity Initiative, INLIVIAN, University City Partners and NXT CLT.

Our business model requires that each account is supervised by an agency principal which ensures consistency and guarantees that every client gets the high level of service and experience that we believe is required for success. Here's what sets Pride PR apart from other firms:

- **Involvement of top executives:** Our business model allows senior leaders and executives to immerse themselves in every project, providing the sound direction and judgment that come only from years of experience. These leaders make themselves available to clients 24/7—because our clients operate on the same schedule.
- **Extensive network:** Our connections with leading media sources, community leaders and stakeholders enable us to leverage our valuable relationships on behalf of our clients.
- **Collaborative approach:** We believe collaboration is the key to success. Our team plays well with others, and enjoys working with our clients, partners and stakeholders to co-create impactful campaigns that achieve results.
- **Competitive pricing:** It's a fact of economics: smaller agencies have smaller overhead. As a result, we offer excellent service and deliverables at a far more competitive price - which means our clients get great results and value.



# Core Capabilities



## II. Key Personnel

### NEPHERTERRA BEST

#### Founder & Chief Communications Officer



Nepherterra Estrada Best is an award-winning public relations professional and communications strategist. She is the co-founder of Pride Public relations, a mother, wife and former competitive gymnast. Trained as a journalist, she has a unique background that encompasses journalism, entrepreneurship and strategic communications. She's a former news reporter turned communications strategist with 25 years of experience leading campaigns and teaming up with corporations, nonprofits, and government agencies to tell stories that make an impact.

She has been crafting stories since childhood—what started with a notebook and her imagination has grown into a lifelong career helping organizations and entrepreneurs shape messages that move people. Whether leading public relations campaigns, shaping brand narratives, or developing integrated communication strategies, she brings a thoughtful, collaborative focused approach rooted in results and relationships.

Neph believes great communication inspires change—and she's passionate about helping organizations tell their stories in ways that matter. Thanks to her experience in the newsroom, she understands how to effectively pitch stories and secure media on behalf of her clients. She has cultivated strong media relationships throughout her career and is a member of the Charlotte Area Association of Black Journalists. In addition, she has experience serving as a spokesperson and prepping those in the C-suite for critical media interviews.

Her resume includes working with organizations like the City of Charlotte, Charlotte Future 2040, Foundation for the Carolinas, Mecklenburg County Health Department, the City of Milwaukee, Walmart and Wells Fargo.

Best earned her Bachelor of Arts Degree in Communication from Johnson C. Smith University and recently earned a Micro Masters Certificate in Strategic Innovation through the city of Charlotte's Small Business Enterprise program.

She has been recognized by the Charlotte Business Journal as a 40 Under 40 honoree, the Urban League Young Professionals, the Charlotte Chapter of the Public Relations Society of America and QcityMetro.com's Great 28 Leaders Shaping Charlotte. She is a passionate volunteer who serves on the boards of directors for Baby Bundles, Promising Pages and the Charlotte Country Day School Parents Association.

## II. Key Personnel

### DEE DIXON

#### Founder & Chief Community Engagement Officer



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

In addition, she is the co-founder of Pride Public Relations, a communications and community engagement firm based in Charlotte. 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.

She recently chaired the board of directors at the Charlotte Museum of History, serving in a historic role as the organization's first African American woman to hold this leadership position. She previously served on the board of directors for the Mint Museum, the Charlotte Regional Business Alliance and the Charlotte Regional Visitors Association. She has received numerous awards and honors for her efforts to positively impact the Charlotte community.

Dixon is co-founder of What Women of Color Want and Women's Inter-Cultural Exchange (WIE) a nonprofit that provides programs that promote thought-provoking exchanges around the topics of diversity, the importance of racial/ethnic identity trust between groups and how to develop cultures in which everyone can thrive.

She is an accomplished public speaker and world traveler, as well as a certified Life Coach. She has been a member of Charlotte's Central Church of God for almost two decades.

She holds a Bachelor degree in Business Administration from North Carolinas Central University and an MBA from UNC Charlotte.

### **AWARDS AND CERTIFICATES**

- Certificate in Diversity and Intercultural Management, Wake Forest University
- District 37 Toastmaster's Communication and Leadership Award
- Charlotte Businesswoman of the Year, Queens University

### III. Relevant Experience

Pride Public Relations is proud of its deep Charlotte roots and brings a wealth of experience working at the intersection of community engagement, legislative strategy, and public awareness campaigns—particularly in the areas of health, housing and transportation.

We understand that moving people, both literally and figuratively, requires more than just messaging; it requires trust, access, and deep-rooted relationships. That’s why our approach is grounded in authentic connection and informed by years of on-the-ground collaboration with communities, advocacy organizations, and public sector partners.

Our team has successfully led and supported numerous community-based initiatives, including campaigns that drive support for transportation infrastructure (ETOD, Albemarle Cultural Trail), shape public opinion around policy change (Charlotte Future 2040, INLIVIAN, University City Partners Small Business Initiative), and uplift voices that are often underrepresented in civic discourse (Mayor’s Racial Equity Initiative).

We don’t just speak to communities—we speak with them. And we listen to ensure their voices are heard. This distinction has earned us a reputation as a trusted community partner capable of building meaningful coalitions and delivering messages that resonate across neighborhoods, industries, and cultural lines.

From advancing transportation equity measures to amplifying local economic impacts of investment, we know how to translate complex policy issues into plain language, meeting people where they are. Our understanding of the political landscape, paired with our communications expertise, allows us to design campaigns that are strategic, transparent and compelling.





## IV. References

As requested, Pride PR is providing a list of references from similar clients or campaigns.

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