

FOR IMMEDIATE RELEASE

July 5, 2018

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Jeweler Shannon Green Partners With New Director of Digital Marketing
Shannon Green Collection Engaged Nicole Nixon to Launch New E-Commerce Website

NAPLES, FL - Shannon Green Collection is excited to announce the engagement of its new 'Director of Digital Marketing', Nicole Nixon (nicolenixon.net) to partner and direct the jewelry showroom's new e-commerce merchandising venture, shannongreen.com.

Nixon will be heading up the transition of jewelry products from Shannon Green's Naples, Florida showroom to its new online website. The site will reflect the existing aesthetic and wanderlust 'explorer' feel of the existing storefront by showcasing the same exotic jewelry pieces from around the globe, you've grown to expect from Shannon Green and translating them to a digital story.

"Nicole's talent and eye aligned with my artistic spirit and I immediately felt confident in her ability to tell my story on the website," said Green. "The site will reflect our dedication to the glamorous, curious, bohemian lifestyle, while providing the same personalized level of styling of our in-store experience."

"I could not be more excited to embark on this journey with Shannon, and to be able to continue on in the fine jewelry world. We have similar tastes and styles" said Nixon. "Being from Bethel, New York (the site of the original Woodstock festival), I like to think I bring the hippie-rock & roll-yin, to Shannon's boho-glamorous-yang, and look forward to telling the story of both in our new digital brand."

Shannon Green Collection opened in the fall of 2012. The Naples, Florida boutique represents a global collection of fine jewelry, showcasing statement pieces in 14 to 24K gold, sterling silver, precious and semi-precious stones. The collection is inspired by a diverse array of top-designers, cultures, artisans, nature and, life itself.

"The site will be an adventure in itself for our customers," said Green. "We can't wait to bring this to a wider audience."

Nicole is an accomplished commercial media Photographer with a background in luxury product content marketing strategy; she previously worked as in-house commercial photographer, and content curator at marissacollections.com, a boutique of designer apparel, accessories and fine jewelry also in Naples, Florida. In addition to her e-commerce work, Nixon currently works in production of several episodes of the show, 'Beat Bobby Flay' for Rock Shrimp Productions, to air on The Food Network.

Tags:
#ShannonGreen #NicoleNixon #jewelryinfluencer #bohemianfinejewelry #naplesfl #onlinejewelers
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