

✉ Nikki@CasitaAzulCreative.com

☎ 206.512.0060

I'm Nikki Barron, PR Strategist & Designer.

I combine public relations strategy with copywriting and creative to help ideas move people.

My Bread & Butter:

- ✦ Public Relations Strategy
- ✦ Branding & Graphic Design
- ✦ Web Design & Development
- ✦ Print & Digital Marketing Materials
- ✦ Photo & Video Content Creation
- ✦ and a heck-of-a-lot more!

I've worked exclusively in public-interest and politics since 2020, but my communications career spans tech, media, entertainment, nonprofit, fashion, and more.

By my own accounting, I've done just about every kind of job. I've waited tables, tended bar, sold radio, pulled dents, raised money, managed events... well you get the idea.

That's because I am curious to the point of occupational hazard. But, I'd argue the accumulation is its own kind of expertise.

Every job taught me something about people, and all of it informs how I approach my work.

Recent Clients & Campaigns



Jaelynn Scott
for State Representative



Upper Left Strategies



Sharon Tomiko Santos
for State Representative



Rob Foxcurran
for King County Assessor



JAELYNN SCOTT

STATE REPRESENTATIVE 37LD ★ POS 2 D

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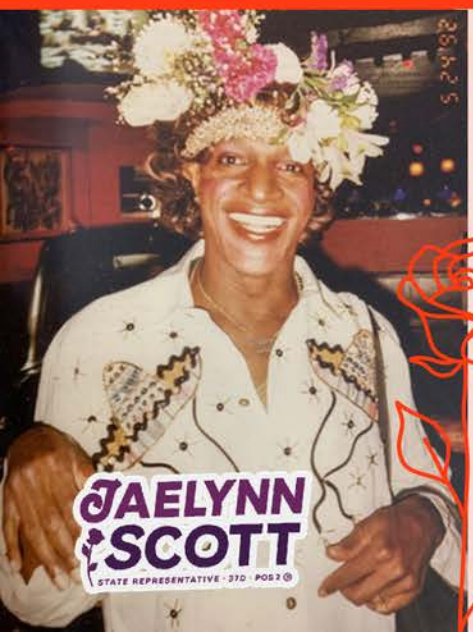





FEATURED PROJECT

END-TO-END PR & COMMUNICATIONS DESIGN

JAELYNN SCOTT

STATE REPRESENTATIVE

37LD • POS 2 (D)

For Jaelynn Scott's run for State Representative, I drew from the district's long history of Black political leadership and movement building, blending it with her personal history, LGBTQIA+ identity, and the sense of optimism she carries.

The result is bold, hopeful, and distinctly Jaelynn.

- Campaign Branding
- Web Design & Development
- Copywriting
- Direct Mail Campaign Materials
- Print & Digital Campaign Materials
- Voter Text MMS Graphics
- Photo Retouching





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WRITING SAMPLE

JAELYNN SCOTT
STATE REPRESENTATIVE 37LD · POS 2

I am a spiritual leader, community organizer, Democratic Socialist, and the Executive Director of the Lavender Rights Project, a national black trans feminist advocacy organization advancing justice for gender diverse communities.

Guided by my faith and informed by my lived experiences, I have dedicated my life to building a community where all can live in freedom, dignity, and belonging.

As a Black trans woman, I've faced many of the same challenges others in QT2BIPOC and marginalized communities face — unstable housing, barriers to employment, addiction, and ideologically motivated violence and threats to our civil liberties.

Through that experience, I saw clearly that our so-called social safety nets were riddled with holes.

And, it didn't just test me — it gave me the pragmatic expertise to repair the very systems that fail us.

So, when I say it's difficult to survive in systems that were never designed for us, it is an embodied understanding.

And, that deep knowledge shapes how I design policy, with urgency, precision, and a focus on prevention.

Before stepping into my current role as Executive Director of the Lavender Rights Project, I spent years working in community, organizing, responding to crisis calls, helping people find sanctuary, and trying to help folks navigate the confusing, frustrating, broken system of social services.

And it was clear, this alone would never be enough.

Inspired by the legacy of Black and Brown leadership in the 37th like the "Gang of Four," as well as community leaders like Peggy Joan Maxie, Marjorie Pitter King, I brought together a coalition strong enough to demand real, structural level change.

Together, we redirected $16 million in public dollars from jail expansion into permanent supportive housing and services for queer and trans BIPOC communities, including gender-affirming care, community-led programming, fresh food access, safe space for rest, and care grounded in Black trans leadership.

And, we proved something powerful: when public investment follows community wisdom, real system level support is possible.

That's what standing on business looks like and I am ready to bring that same discipline, clarity, and results-driven leadership to Olympia.

FEATURED PROJECT

SOCIAL MEDIA

Copywriting and communications design for social media including graphics, reusable templates, animations, videos, channel branding, and more.











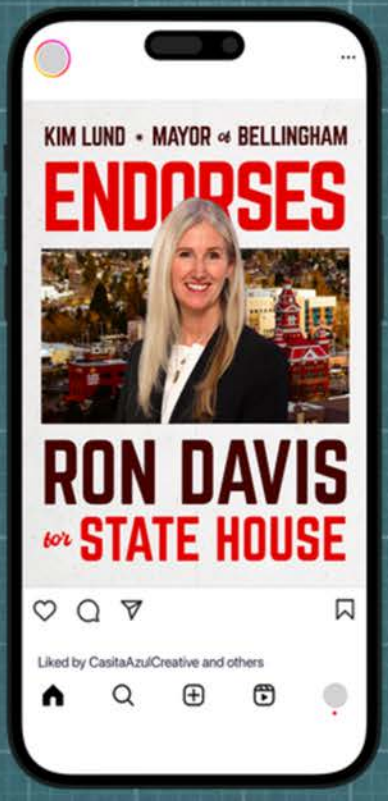

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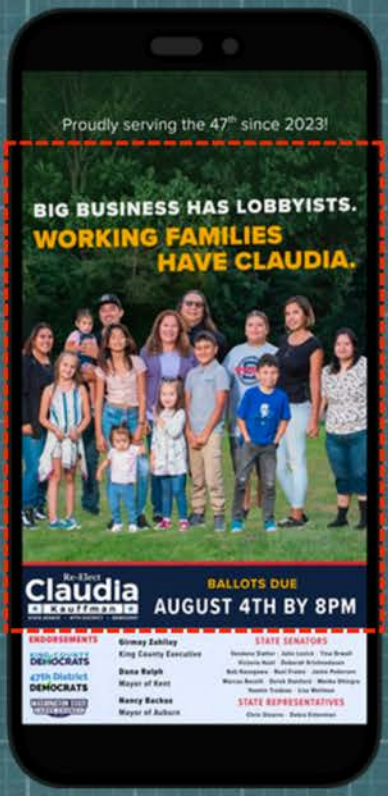
FEATURED PROJECT

MMS COPY & DESIGN

The area inside the orange lines is approximately what voters see when the text message arrives. The area outside is the full view when clicked.













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RON DAVIS

STATE HOUSE 46LD

DEMOCRAT



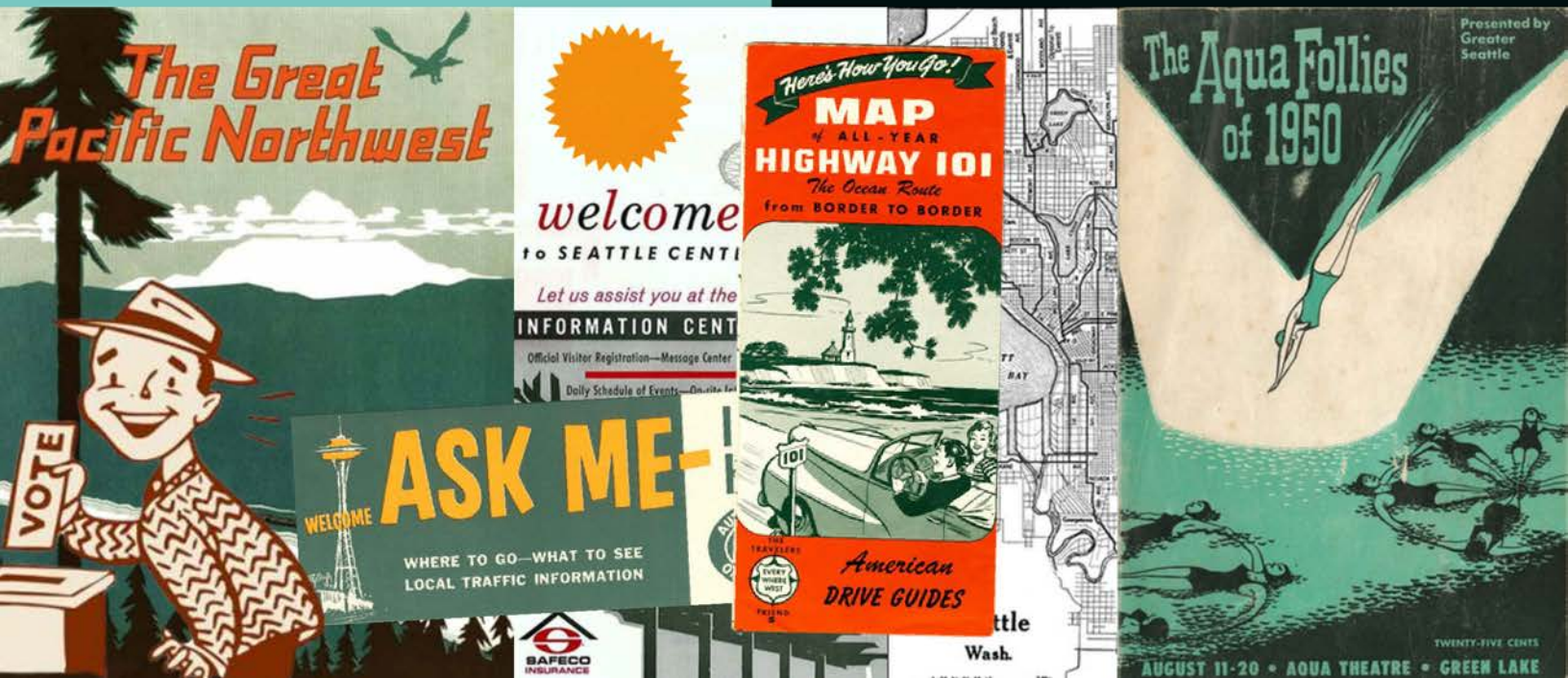
VOTE RON DAVIS STATE HOUSE • 46LD

ATKINSON HYPERLEGIBLE NEXT

Developed by the Braille Institute for legibility, the primary body font Atkinson Hyperlegible Next is an inclusive typeface that has broad language support, 7 weights, and is available in the Public Domain.

VTC MARSHA

Named for Marsha P. Johnson, the logo font VTC Marsha is inspired by the historic the hand-lettered Stonewall Inn sign. This typeface gives the brand warmth and personality.



FEATURED PROJECT

END-TO-END PR & COMMUNICATIONS DESIGN

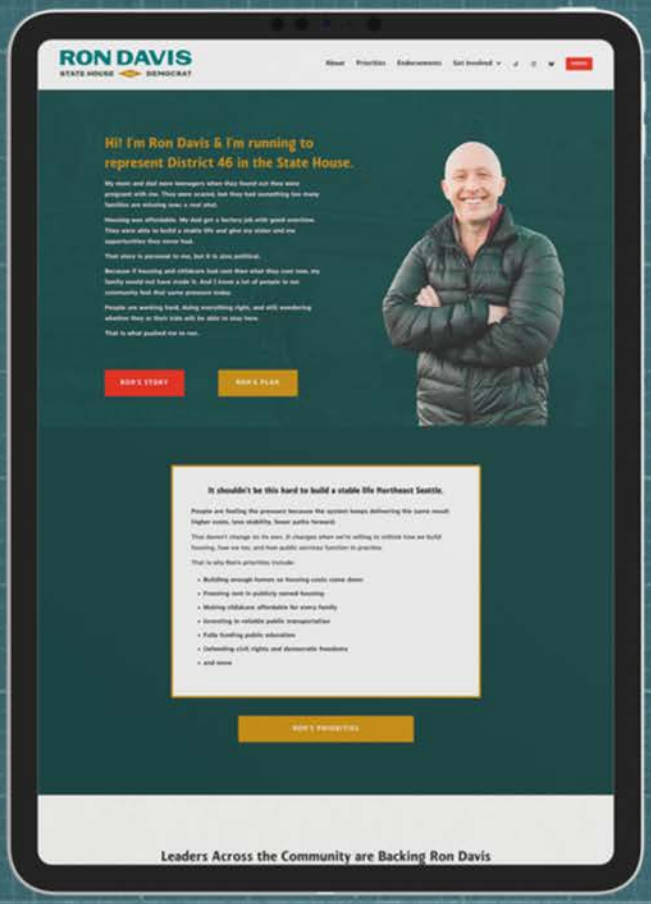
RON DAVIS

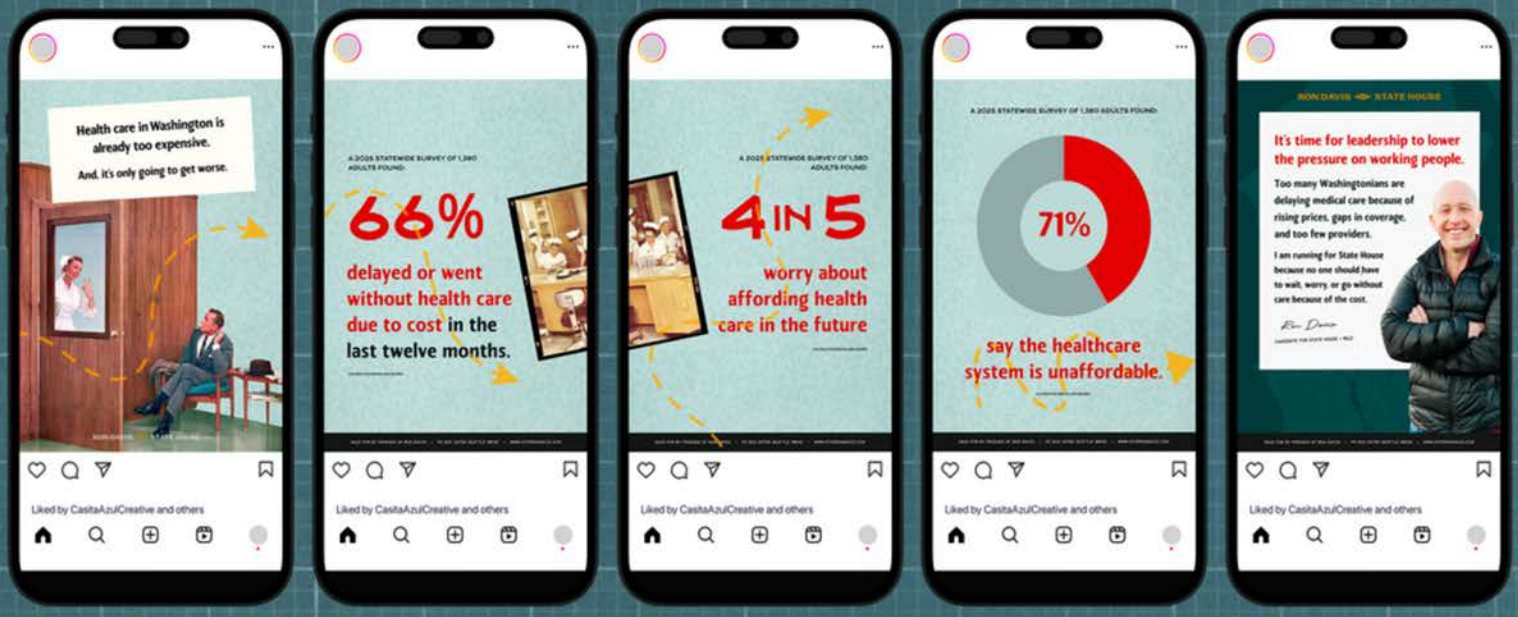
STATE HOUSE 46LD DEMOCRAT

For Ron Davis's run for State Representative, I drew inspiration from the shared sense of optimism present during the 1962 Seattle's World's Fair.

The result feels both nostalgic and forward-looking at the same time.

- Campaign Branding
- Web Design & Development
- Copywriting
- Direct Mail Campaign Materials
- Print & Digital Campaign Materials
- Photography





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FUNDRAISING

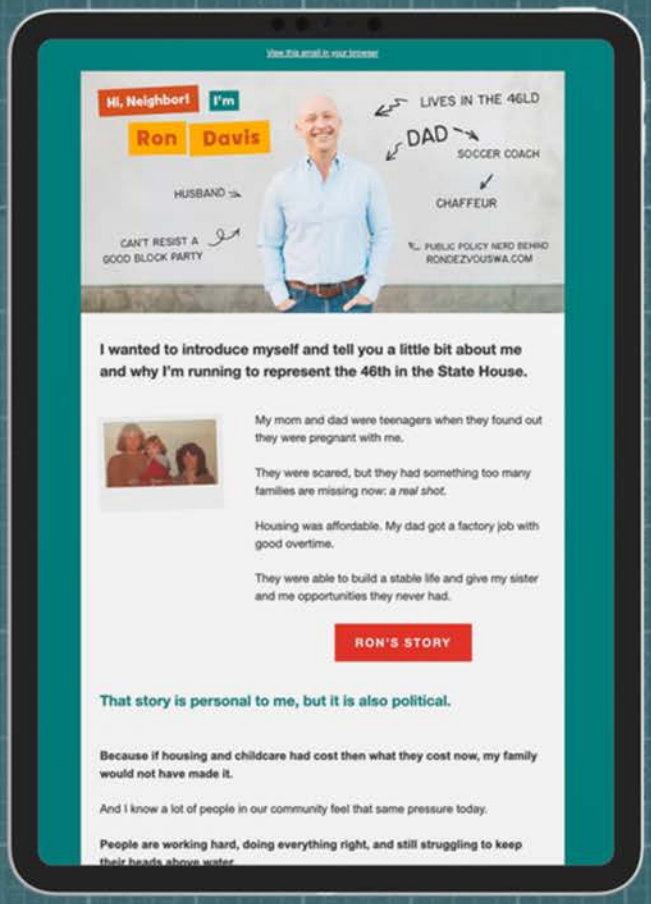
AUTOMATED EMAIL PROGRAM + LANDING PAGE

I pulled from my experience building software email sales funnels to build a 3-part automated welcome / fundraising series for the Ron Davis campaign.

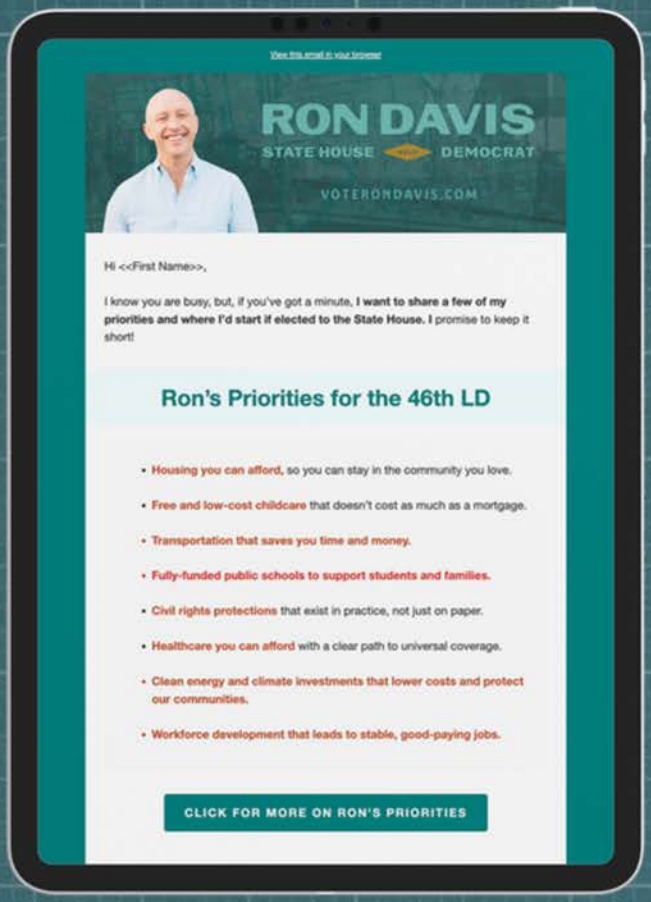
Rather than treating a signup as the finish line, the series treats it as the beginning of the relationship, moving them from why he is running, through what he hopes to accomplish, and finishes with the fundraising ask.

I do not maintain access to campaign data so I am unable to provide the results of the funnel.

← EMAIL #1



EMAIL #2 →



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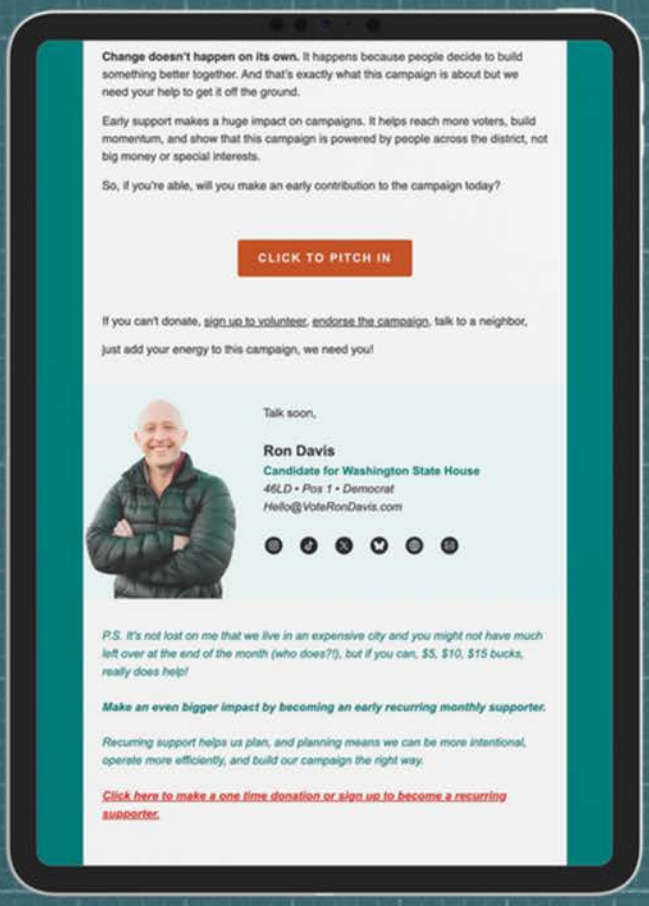
EMAIL #3





LANDING PAGE →



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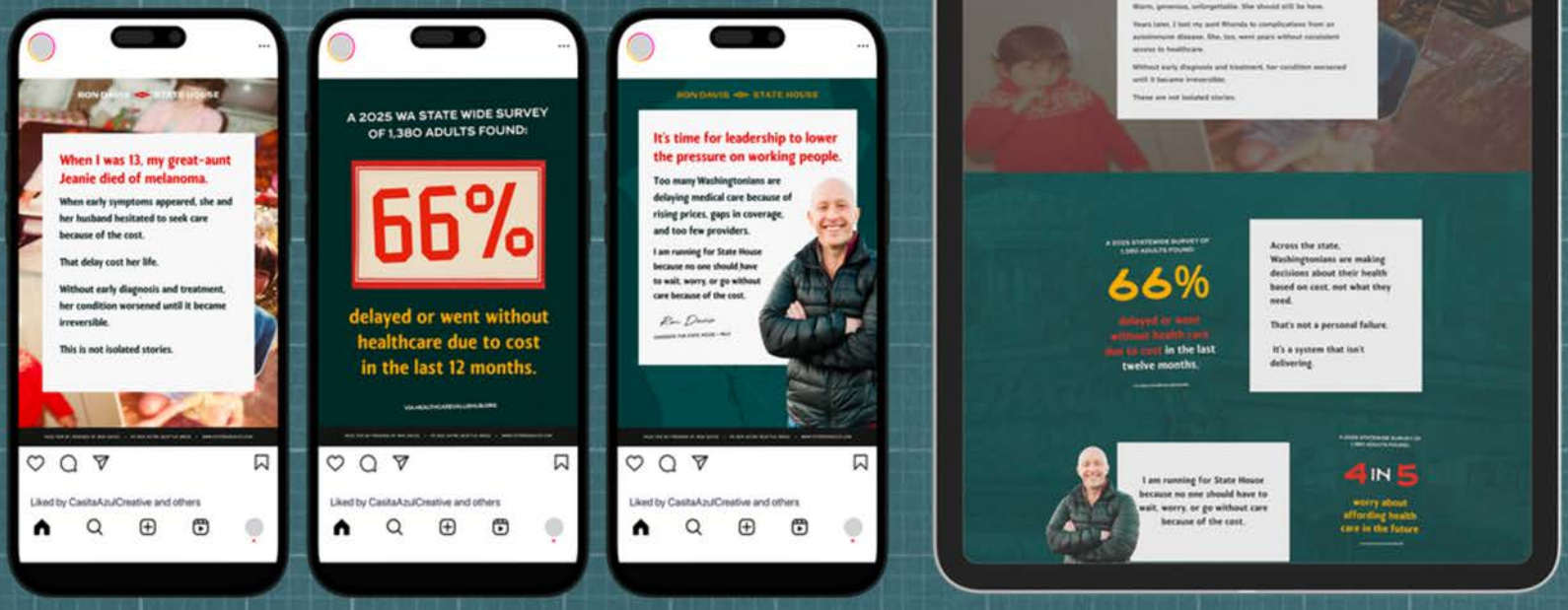
RON DAVIS 46LD STATE HOUSE



ISSUE SPECIFIC LANDING PAGE →



WRITING SAMPLE

RON DAVIS 46LD STATE HOUSE

Growing up in a working-class household, Ron understood what economic insecurity looks like for families trying to get ahead.

And for their family, it worked. Even though neither of his parents have bachelor's degrees, both Ron and his sister do.

Then, after several years working in the private sector, Ron went on to study law at Harvard. Arriving there, he suddenly found himself navigating two very different worlds.

One shaped by factory shifts, kitchen-table budgets, and memories of backpacking across Asia with his wife on $40 a day.

The other, by Ivy League lecture halls filled with people who were preparing to shape public policy, most of which had no idea the economic reality most people face, some were even hostile towards it.

That experience strengthened Ron's conviction: talent and determination exist everywhere, and opportunity should never depend on where you start in life.

Today, Ron lives in North East Seattle with his family.

Like many people in District 46, outside of work and politics, Ron is a husband, father, and his son's soccer coach. His wife is a family physician who delivers babies, and their two boys attend Seattle Public Schools.

The 46th District is a place where neighbors look out for each other, where people care about their community, and where civic engagement is part of daily life.

Ron believes leadership should reflect those same values.

Ron has spent years working to make Washington a place where working people can afford to live.

In 2023, Ron ran for Seattle City Council on a platform focused on housing affordability and the rising cost of living. Corporate PACs poured money into the race, outspending the labor-backed effort supporting Ron by 19 to 1.

Even so, his campaign helped bring housing costs and economic fairness to the center of Seattle's political conversation, an issue that continues to shape policy debates today. And, the election was decided by less than one percentage point!

After the election, he focused on building, rondezvous, a Substack focused on breaking down complicated housing and economic policy so more people can participate in the decisions shaping their communities, which has more than 750,000 reads to date! He is also a regular guest on KUOW.

After seeing how corporate spending can shape local politics, he helped raise hundreds of thousands of dollars for candidates focused on affordability and economic justice.

Ron also helped build a statewide coalition of more than 60 organizations to pass one of the most ambitious housing reforms in the country in 2025.

Working with grassroots organizers at House Our Neighbors, Ron helped raise funds for a campaign to challenge efforts by large corporations who wanted to block the Millionaires tax that now funds Seattle's social housing program. That tax was expected to raise $50 million each year but recently brought in $130 million to fund the construction of permanently affordable homes for work.

FEATURED PROJECT

PRINT MATERIALS

Copywriting and communications design for assorted print materials.









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PHOTOGRAPHY









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After 15+ years working in public relations and design across just about every industry, I've picked up a lot of ways to solve problems. That range means less passing things around and more getting things done.

I've got some room in my schedule if your campaign or cause could use some support so please reach out.

The best way to reach me is to shoot me an email.

I look forward to hearing from you.