



NJC ENTERPRISES

Capability Statement

Nichole Creary, Founder

Marketing, Consulting & Event Delivery for Programs the Whole City Is Watching

COMPANY OVERVIEW

NJC Enterprises provides marketing strategy, business consulting, program and project management, and event delivery for public agencies, nonprofits, brands and prime contractors. It is led by Nichole Creary, an executive business and marketing strategist with 15+ years of experience delivering complex, high-visibility programs for global brands and properties. Specialists, subcontractors and partners are assembled around each engagement, with clear accountability from planning through closeout.

FOCUS AREAS

LA28

Community, fan and partner programming for the 2028 Olympic and Paralympic Games.

Super Bowl & Major LA Events

Fan engagement, activations and community programs around LA's marquee sporting events.

Mental Health & Wellness

Community events that make wellness resources visible and accessible.

CORE COMPETENCIES

Marketing & Brand Strategy

Campaigns, launches and sponsorships that build audiences.

Business Consulting

Strategy, partnerships and go-to-market planning for any organization.

Program & Project Management

Scopes, budgets, timelines and vendors managed through closeout.

Event & Experiential Delivery

Public events, activations and tours with clear owners for every task.

Wellness & Community Programs

Mental health and wellness events, youth sports and mentoring.

DIFFERENTIATORS

- **Executive-led.** One accountable lead and one point of contact from planning through closeout.
- **Scalable teams.** Specialists, subcontractors and partners matched to scope and schedule.
- **Public-facing at scale.** Programs where audiences, partners and press are all watching at once.
- **LA-rooted.** Based in Inglewood, with deep community, sports and entertainment relationships.

SELECTED EXPERIENCE LED BY NICHOLE CREARY

FIFA World Cup 2026™ for DoorDash

Led market execution in Los Angeles and Miami and supported Atlanta and New York, including the Central Park Final watch party (approx. 50,000 attendees), produced with Global Citizen.

Broadway Boxing & Its Youth Academy

Leads business and partnership strategy for a community-based boxing platform in Inglewood, working alongside D Smoke.

New Balance x Marvel's Black Panther

Led the national launch and hosted the movie premieres and panel conversations.

Airbnb Experiences & Airbnb Luxe

Produced luxury, celebrity-led experiences in Los Angeles that helped relaunch the Airbnb Experiences app.

29Rooms by Refinery29

Led cross-functional, multi-market execution for an immersive culture platform.

LVMH | MAKE UP FOR EVER

Led North American programs and the multi-city Make Up Bag Remix Tour.

Legal Name	NJC Enterprises
Based In	Inglewood, Los Angeles County, California
Serves	Agencies, nonprofits, brands, primes
Certifications	LA County LSBE CA DGS Small Business (SB) Women-Owned Business* Minority-Owned Business*

NAICS	541611 (primary), 541613, 541618, 711320, 561920, 541820
Teaming Roles	Open to joining proposals as a named partner Marketing lead, event delivery partner, project management support, community and wellness program partner

* Women-owned and minority-owned certification designations reported by NJC; verify issuing authority and status.

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Experience listed was led or supported by Nichole Creary through employers, agencies and community organizations.