Nikki McNeel

mcneeln@mercercapital.com

PROFESSIONAL EXPERIENCE

Nikki McNeel is the brand manager with Mercer Capital. Nikki is responsible for all brand design and continuity including digital, web, and print. In addition, she supports all marketing functions of the firm including website development, newsletters, social media, speaking engagements and conferences, webinars, and corporate communications.

PROFESSIONAL MEMBERSHIPS

The American Marketing Association

SPEAKING ENGAGEMENTS

"Building a Practice in the Age of AI: Practical Marketing Strategies for Valuation and Forensic Professionals," Co-presenter, *TSCPA Forensic and Valuation Services Conference,* October 28, 2026

EMPLOYMENT

Mercer Capital Management, Inc.

Brand Manager, 2025 to present

Graphic Designer/Content Marketing Manager, 2019 to 2024

Grandview Gallery

Product Designer/Sales Account Manager, 2015 to 2019

Champion Awards and Apparel

Art Director, 2012 to 2015

EDUCATION

The University of Southern Mississippi, Hattiesburg, MS (B.F.A., Graphic Design and Advertising, 2012)