

Nickie Jurado, Professional Voice Over Talent, Launches New Branded Website [www.Nickiejuradovo.Com](http://www.nickiejuradovo.com) & Unveils Targeted Brand Identity



Website crafted especially for the casting & creative communities

Branding showcases Jurado's bilingual & bi-cultural competitive edge

Released on: February 26, 2009, 7:55 am

Author: [Nickie Jurado](#)

Industry: [Marketing](#)

LOS ANGELES, February 25, 2009 - Professional voice over talent Nickie Jurado announced the launch of her new branded website - www.nickiejuradovo.com. The website is the highlight of a branding effort that also includes a narrowly-targeted commercial demo, Spanish samples, a talent biography and ancillary business collateral material. Nickie's new voice over brand identity aims to capture the

essence of her unique sound and style while highlighting the relevance and appeal of her bilingual (English and Spanish) and bi-cultural skill set.

The overall mission of Nickie's branding campaign is to help clients, advertisers, producers, businesses and the casting and creative communities optimize their time by more easily and quickly matching Nickie's voice over talent with their projects.

"The English and Spanish voice over marketplace is international in scope, booming and increasingly competitive. I'm excited to have a strong brand identity that makes an impact, is memorable and helps me rise above the clutter of talent competing for voice over jobs," commented Ms. Jurado.

She added, "I thought the challenge of crafting a brand that embraces both my Puerto Rican roots and my *Americana*-influenced life experiences would prove impossible or lead to a bland compromise. However, thanks to the intuitive insights of voice over Coach Nancy Wolfson of BrainTracksAudio.com and the artistic vision of Jason Sikes at Village Green Studios, I have a brand that perfectly positions me in the marketplace. I look forward to blending my brand, acting technique, voice over skills and public relations expertise to offer clients a truly professional experience."

Ms. Jurado's tag line reads:

**1 Part Saucy Edge + 1 Part Straight Forward, No-Nonsense
High Energy=
100% Pure Nickie Jurado**

Nickie is a consummate actress whose performances range from urban to sexy, authoritative to conversational mom, and warm to smooth. She is the ideal voice over talent for commercial, dramatic, business voice overs, in addition to announcing at live events.

ABOUT VILLAGE GREEN STUDIOS

Village Green Studios (VGS) is a full service web and graphic design company founded in 2003 and based in Agoura Hills , California .

Under the leadership of founder and former FOX TV marketing executive and producer Jason Sikes, VGS has become the primary creator of web communications for the voice over industry with multiple sites being nominated and winning the Best Branding prize in the annual Voiceway Awards. Additionally VGS has created national

product sites for Sharon 's Sorbet (sharons-sorbet.com), the indie film Megan Is Missing (meganismissing.com), the popular music discussion blog Rock Town Hall (rocktownhall.com) and was brought in to design David Hasselhoff's official blog (<http://hasselhoff.com>).

CONTACTS: Nickie Jurado - Ph: (310) 709-9494 & info@nickiejurado.com
Village Green Studios, Jason Sikes - E: info@villagegreenstudios.com (Design Studio)
Bobby Ball Talent Agency, Mike O'Dell - Ph: (818) 506-8188 (Los Angeles Representation)
Lori Lins Talent Management - Ph: (414) 282-3500 (Milwaukee/Chicago/Madison Rep.)