



Nicole Kelly

Nicole Kelly is a dynamic force in Florida lobbying, seamlessly blending policy expertise, strategic insight, and fundraising acumen to deliver results for her clients. Since joining The Southern Group's Tallahassee office in 2021, she has been instrumental in guiding top-tier clients through the complexities of the appropriations process and high-stakes policy negotiations. With over a decade of experience in government affairs, Nicole has built a reputation as a relentless advocate and trusted strategist, ensuring her clients are at the center of Florida's most critical legislative discussions.

Nicole's expertise spans a wide range of policy areas, including property insurance, healthcare, and appropriations, making her a highly sought-after consultant across multiple industries. Beyond policy, she is also a key player in political fundraising, building strong relationships with legislative leaders and key decision-makers.

Throughout her career, Nicole has cultivated and fortified relationships with some of Florida's most influential policymakers, allowing her to navigate complex political landscapes with precision. Her ability to turn challenges into opportunities, anticipate political shifts, and execute winning strategies has solidified her standing as one of the most effective lobbyists in the state.

A Tallahassee native, Nicole earned her BA in political science and sociology from Florida State University in 2011, reinforcing her deep-rooted passion for public policy and government affairs. She continues to make a lasting impact while residing in her hometown with her husband and two children. With her sharp political instincts, unparalleled work ethic, and expertise in both policy and fundraising, Nicole Kelly is a formidable force in Florida politics.



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