



# BARBARA L. NELSON

CONTENT STRATEGIST/WRITER

## OBJECTIVE

*A highly versatile and skilled Content Strategist/Writer is seeking a career opportunity*

## SKILLS

Content Writing  
SEO  
Blogging  
Social Media  
Email Campaigns  
Brochures  
Press Releases  
Newsletter Content

## WEBSITE

[Nelson & Nelson  
Portfolio](#)

## EXPERIENCE

### CONTENT STRATEGIST • REDBALL TECHNOLOGY - LA • 1/17 – PRESENT

Plan and strategize for inbound marketing campaigns including content creation, content schedules, platforms and measurements. Research and create content for SEO campaigns, landing pages, social media, and blogs. Conduct website audits and research and originate SEO website content and social media content for a myriad of businesses using SEO best practices, assuring keyword density is optimized, and target audience is reached.

### CONTENT STRATEGIST/OWNER • NELSON & NELSON • 2010 – PRESENT

Plan, strategize, and create website, blog and social media content for clients; create SEO content maximization for a variety of businesses. Create, write press releases and marketing copy; manage media relations for corporate and non-profit clients.

### MARKETING/COMM MANAGER • ATC ASSOCIATES • LA • 10/11 – 4/15

Teaming with international merger partner and senior executive leadership, responsible for the coordination of nationwide co-branding efforts including content strategy for websites, marketing collateral, advertising and social media campaigns; oversaw and press relations for corporate and branch offices; and management of corporate proposals, communications and graphics staff.

### SEN. ACCOUNT EXECUTIVE • GREAT INK • NYC • 1/09 – 1/10

Planned and executed of long-range and short-range media and public relations strategies; writing of and securing placement for press releases, publicity materials, profiles, and bylined articles; successfully pitching original stories to the local, national and trade press, including print, radio and television; arranging and securing speaking engagements.

### MARKETING/COMM DIR • COLLIERS INTERNATIONAL • NYC • 4/07 – 1/09

Oversaw advertising, public relations, and promotional campaigns and content strategies for the firm, ownership and brokerage team. Directed creative activities of outside PR, advertising, and marketing firms. Managed, negotiated and coordinated advertising placement and contracts; internal and external events; coordinated speaking opportunities.

### EDITOR • REAL ESTATE MEDIA • NYC • 6/05 – 4/07

Managed editorial staff and content strategy to produce a 48- to 60-page monthly trade magazine; assigned, edited and coordinated freelance and in-house articles for publication; managed editorial budget and editorial calendar; wrote column and feature articles for print and online publications; created innovative art concepts for covers, departments and features; oversaw design for entire book.



# **BARBARA L. NELSON**

**CONTENT STRATEGIST/WRITER**

**ASSOCIATE EDITOR • REAL ESTATE WEEKLY • NYC 3/03 – 6/05**

Managed editorial content and strategy to produce a 60- to 80-page weekly, tabloid trade newspaper; headed the launch of a successful 12-page Construction and Design news section; assigned, coordinated and edited articles for publication; oversaw design and layout; attended industry events; and wrote news and feature articles covering trends in the real estate and related industries.

**STAFF WRITER • GANNETT • LA • 6/01 – 12/02**

As a daily-newspaper staff writer, wrote breaking news, business, entertainment and feature stories. Covered city/parish and government meetings, elections and political campaigns.

## **EDUCATION**

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**BA IN JOURNALISM • MAGNA CUM LAUDE • CSU SACRAMENTO**

**ASSOCIATES IN BUSINESS • HONOR GRADUATE • AMERICAN RIVER COLLEGE**



**BNELSONWRITER@GMAIL.COM**



**475-219-0027**



**LINKEDIN**