



## **BARBARA L. NELSON**

### **CONTENT/MARKETING STRATEGIST**

### **PROFESSIONAL BIO**

Barbara L. Nelson has been a professional writer for nearly 20 years with experience in communications, branding and marketing to both B2B and B2C businesses.

She began her career as a beat reporter for several local newspapers, which eventually led to bigger gigs including the editorship of *Real Estate New York* where she covered commercial real estate's major players and deals. Her in-depth coverage also included the rebuilding of the World Trade Center and the historical beginnings of major landmark buildings in Manhattan.

While at [Real Estate Media](#) she was recruited by one of the top real estate brokerage firms in New York City, [Colliers International](#), to lead its marketing and communications department. In that position, she led the public relations, advertising and marketing for the international firm.

Being a well-respected real estate journalist and marketing professional, she also worked as a Senior Account Executive at the boutique public relations firm [Great Ink](#) where she garnered her Clients' top coverage in *The New York Times*, *Wall Street Journal*, CNBC and other noteworthy media outlets.

Moving from New York City in 2010, Barbara opened her own content writing business where she has provided public relations, content writing, and blogging services to several clients.

Barbara also directed the marketing, public relations, branding and communications for the environmental engineering firm [ATC Group Services](#) headquartered in South Louisiana. When ATC was acquired by the Australian firm, [Cardno](#), Barbara oversaw and coordinated the cobranding efforts for the firm's 71 national branch offices. This process included all marketing collateral, multiple websites, social media accounts and external and interior signage.

Returning to her core passion of writing and storytelling in 2017, Barbara took a position as a Content Strategist at [Redball Technology](#) providing content strategy, SEO and content writing for websites and social media for the firm's many B2B & B2C clients.

Barbara, a US Air Force Veteran, holds a Bachelor of Arts degree in Journalism from California State University, Sacramento where she graduated Magna Cum Laude. In her off time, Barbara enjoys writing about spirituality on her website [Awakening in The Light](#), traveling and spending time with her family.