

Susan Oliver Nelson

susanolivernelson@gmail.com | 813-857-2591 | susanolivernelson.com

A writer who doesn't write is just not right!

Professional Summary

Creative and results-driven marketing copywriter with 10+ years of experience crafting compelling content across digital platforms. I specialize in SEO strategy, brand storytelling, and customer-focused messaging that drives engagement and conversion. I am a proven collaborator with a journalism foundation, blending creativity with data to deliver measurable impact.

I'm ready to deliver exceptional content to drive traffic, boost engagement & deliver measurable results.

Word Experience

Marketing Copywriter

Current Media Group: February 2020-Present

I create SEO-rich product descriptions, blogs, emails, and web content for beloved catalog brands Lillian Vernon, Current Catalog, and Colorful Images. I also co-manage the social media team and serve as the final proofreader for all outbound marketing content, sessions, and guidance on all aspects of writing.

Marketing Manager

Downtown Electric: June 2019- January 2020

I was brought on to elevate the company's online presence through SEO and social strategy. I led digital efforts, restructured content, launched PPC campaigns, and managed trade show marketing—directly contributing to the successful sale of the business and the owner's retirement.

SEO Agency

Social5: January 2017- February 2019

Social SEO: February 2015- October 2016

I served as an SEO Content Writer—crafting keyword-optimized blogs, landing pages, press releases, and social posts. I tracked performance through Google Analytics and made strategy recommendations to increase traffic and engagement.

Journalism & Reporting

Print and Online Media Reporting: 2003-2019

Throughout my career, I've contributed to a variety of newspapers and news outlets, writing features, human interest stories, and local reporting. My work has appeared in publications including:

- The Sun Herald (Biloxi, MS | 2003–2004)
- Community News (Lutz, FL | 2004–2005)
- Prime Time Newspapers (San Antonio, TX | 2008–2009)

- The Washington Times (2009–2011)
 - IBTimes Online (2015–2016)
- The Gazette (Colorado Springs, CO | 2019)

I've also freelanced for additional local and national publications, covering everything from lifestyle to community impact stories.

Skills & Tools

EQUIPPED WITH A DYNAMIC BLEND OF THE TOOLS I TRUST TO GET THE JOB DONE!

Content & SEO

SEO Copywriting, Editorial Strategy, Brand Messaging, UX Writing, Yoast SEO, Moz

Marketing & Analytics

Google Analytics, Sprout Social, Hootsuite, Mailchimp, Salesforce

Creative & Web

Adobe InDesign, Canva, WordPress, HTML/CSS (basic), Interactive Web Design

Project & Team Tools

Basecamp, Slack, Google Workspace (Docs, Sheets, Slides, Drive), Meta Business Suite

Education & Certifications

Bachelor of Arts in English

Saint Leo University – Tampa, FL

Associate of Science in Finance

University of Dallas – Dallas, TX

Certifications & Professional Development

- SEO Certification – Yoast Academy
- Google Analytics for Beginners – Google Skillshop
- Content Marketing Strategy – HubSpot Academy
- Salesforce for Marketing Professionals – Trailhead by Salesforce
- Email Marketing Basics – Mailchimp Academy