

SUSAN OLIVER NELSON

Senior Copywriter | Content Strategist | SEO, AEO & GEO

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PROFESSIONAL SUMMARY

Multichannel copywriter and content strategist with 10+ years of experience creating direct-response content across email, catalogs, websites, e-commerce, social media and digital advertising. Skilled in adapting distinct brand voices, applying SEO/AEO/GEO principles and collaborating with creative and marketing teams. Journalism background brings strong research, interviewing, fact-checking and storytelling skills to customer-focused campaigns.

PROFESSIONAL EXPERIENCE

Marketing Copywriter | Current Media Group | February 2020–Present

Transitioned from full-time employment to contract copywriting in July 2026.

- Create copy for Current Catalog, Lillian Vernon, Colorful Images and Fine Stationery across email, print catalogs, websites, blogs, social media, Amazon content and digital campaigns.
- Develop direct-response messaging for engagement, conversion and customer retention while maintaining distinct voices across four national retail brands.
- Write and optimize product descriptions, category pages, landing pages, promotional campaigns and other e-commerce content using SEO, AEO and GEO practices.
- Collaborate with creative, merchandising, marketing and development teams; proofread and review outbound marketing communications.

Volunteer Digital Marketing Consultant | Mt. Carmel Veterans Service Center | Colorado Springs, CO

- Founded and managed Outside the Gate, a free online resource supporting veteran- and military-owned businesses.
- Provided SEO guidance, website optimization and digital marketing support to small businesses in partnership with a veteran-serving nonprofit.

Marketing Manager | Downtown Electric | June 2019–January 2020

- Led SEO, social media and PPC initiatives; restructured website content and messaging to support visibility and lead generation.
- Managed trade show promotions, marketing materials and community outreach; contributed to growth initiatives supporting the company's sale.

SEO Content Writer | Social5 | January 2017–February 2019

- Wrote SEO-focused blogs, landing pages, press releases and social content across multiple industries.
- Conducted keyword research and content planning; used Google Analytics to inform optimization recommendations.

SEO Content Writer | Social SEO | February 2015–October 2016

- Developed keyword-focused website content, blogs and marketing materials for diverse client accounts.
- Partnered with account managers and digital teams on content strategies to support organic visibility.

Journalist & Freelance Reporter | Print & Online Media | 2003–2019

- Researched, interviewed and reported on community issues, human-interest stories, business and local events.
- Published in The Washington Times, IBTimes, The Gazette, The Sun Herald, Community News and Prime Time Newspapers.

CORE SKILLS

Multichannel Copywriting • Direct Response Marketing • Email & Catalog Copy • Brand Voice • Content Strategy • SEO • AEO • GEO • E-commerce Content • Journalism & Research • Editing & Proofreading • AP Style • Campaign Planning

TOOLS & PLATFORMS

Google Analytics • Salesforce Marketing Cloud • Salesforce • Canva • Adobe InDesign • WordPress • Google Workspace • Slack • Basecamp • Basic HTML/CSS

EDUCATION

Bachelor of Arts, English — Saint Leo University

Associate of Science, Finance — University of Dallas

PROFESSIONAL DEVELOPMENT

Google Analytics Certification • SEO Certification (Yoast Academy) • HubSpot Content Marketing • Salesforce Marketing Training • Email Marketing Certification