

# Susan Oliver Nelson

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Multichannel Copywriter | Content Strategist | Direct Response Marketing

## Professional Summary

Multichannel Copywriter and Content Strategist with 10+ years of experience creating response-driven campaigns across email, catalogs, websites, social media, blogs, digital advertising and e-commerce platforms. Skilled at translating audience insights into compelling content that drives engagement, conversions and customer action.

Experienced in managing multiple brand voices and developing integrated marketing campaigns for national retail brands. Background includes journalism, SEO strategy, content marketing and nonprofit community outreach, combining creativity with data-driven decision-making to deliver measurable results across both print and digital channels.

## Career Experience

### MARKETING COPYWRITER

Current Media Group | February 2020–Present

- Create multichannel marketing content for Current Catalog, Lillian Vernon, Colorful Images and Fine Stationery across email, catalogs, websites, blogs, social media, Amazon content and digital campaigns.
- Develop direct-response marketing copy designed to increase customer engagement, conversions and retention.
- Manage distinct brand voices across four national retail brands, tailoring messaging to unique audiences and product categories.
- Write product descriptions, landing pages, promotional campaigns, category content, email marketing campaigns and blog articles.
- Collaborate with creative, merchandising, marketing and development teams to execute integrated marketing initiatives.
- Serve as final proofreader and content reviewer for outbound marketing communications.
- Support SEO, AEO and AI-driven content initiatives to improve discoverability and customer acquisition.

### VOLUNTEER DIGITAL MARKETING CONSULTANT

Mt. Carmel Veterans Service Center | Colorado Springs, CO

- Founded and managed Outside the Gate, a free online resource supporting veteran-owned and military-owned businesses.

- Provided SEO guidance, website optimization and digital marketing support to small business owners.
- Developed content strategies to improve online visibility, search performance and customer engagement.
- Partnered with a nonprofit organization dedicated to serving military members, veterans and their families.

#### MARKETING MANAGER

Downtown Electric | June 2019–January 2020

- Led digital marketing initiatives focused on SEO, social media and PPC advertising.
- Restructured website content and online messaging to improve visibility and lead generation.
- Managed trade show marketing, promotional materials and community outreach efforts.
- Developed content strategies that strengthened brand awareness and customer engagement.
- Contributed to business growth initiatives that supported the successful sale of the company.

#### SEO CONTENT WRITER

Social5 | January 2017–February 2019

- Created SEO-optimized blogs, landing pages, press releases and social media content for clients across multiple industries.
- Conducted keyword research and content planning to improve search visibility and engagement.
- Monitored performance through Google Analytics and provided optimization recommendations.
- Collaborated with marketing teams to develop content aligned with client goals and brand voice.

#### SEO CONTENT WRITER

Social SEO | February 2015–October 2016

- Produced keyword-focused website content, blogs and marketing materials for diverse client accounts.
- Developed content strategies designed to increase organic traffic and online visibility.
- Utilized SEO best practices and performance data to support client growth objectives.
- Worked with account managers and digital marketing teams to execute content initiatives.

#### JOURNALIST & FREELANCE REPORTING

Print & Online Media | 2003–2019

- Reported on community issues, human-interest stories, business topics and local events for regional and national publications.
- Conducted interviews, research and fact-checking to develop compelling and accurate stories.
- Adapted writing style for diverse audiences and publication requirements.
- Published work in The Washington Times, IBTimes, The Gazette, The Sun Herald, Community News and Prime Time Newspapers.

## **Core Competencies**

### **Copywriting & Content Strategy**

- Multichannel Copywriting
- Direct Response Marketing
- Brand Storytelling
- Content Strategy
- Email Marketing
- Catalog & Print Copy
- Digital Marketing Campaigns
- Audience Engagement

### **Content & Communications**

- Journalism & Reporting
- Editorial Strategy
- Proofreading & Copy Editing
- Brand Voice Development
- Interviewing & Research
- AP Style

### **Digital Marketing**

- SEO
- AEO (Answer Engine Optimization)
- GEO (Generative Engine Optimization)
- Content Marketing
- Social Media Marketing
- Google Analytics

### **Collaboration & Project Management**

- Cross-Functional Collaboration
- Creative Team Partnerships
- Project Management

- Campaign Planning

### **Tools & Platforms**

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

### **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