

TRICIA NELSON

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SUMMARY

Creative director, storyteller, strategist, Webby Award-winning podcast producer

SKILLS

Google Suite • MS Tools • Content Management Systems • Final Draft

EXPERIENCE

UCLA Extension | Los Angeles, CA

Copywriter/Content Strategist (part-time)

2022 – present

Support the digital team and marketing managers at the continuing education division at University of California, Los Angeles with website editorial strategy, copy, articles, profiles, marketing materials and SEO.

XPERI | Burbank, CA

Creative Director, Editorial

2012 – 2023

Wrote and edited B2B and consumer-facing sales, marketing and digital content for Xperi brands, including DTS, HD Radio, IMAX Enhanced and TiVo. Served as lead editor for the biannual TiVo Video Trends Report; produced email/digital marketing pieces; provided ideation for product naming. Founding member, Mahogany@Xperi ERG.

VARIOUS | Los Angeles, CA and New York, NY

Contract Positions

2000 – present

Zeldavision (writer/producer, [Black Women of Amherst College podcast](#)); Trollbäck+Company (brand strategy lead, Hulu/[Onyx Collective](#)); Bristol Myers Squibb (social media strategist); Walt Disney Parks & Resorts Online (copywriter); Celebrity websites (director, DrPhil.com; editorial director, Earvin “Magic” Johnson’s urbanMagic.com)

DUALSTAR ENTERTAINMENT GROUP | Culver City, CA

Managing Editor

2004 – 2006

Ran day-to-day operations for mary-kateandashley.com, sprousebros.com, the areas on partner websites dedicated to Mary-Kate and Ashley Olsen’s brands, and the associated tween web magazine. Cut operating costs by 50%; established content/advertising partnerships; ghostwrote blog posts; launched social media channels.

EDUCATION

STEPHENS COLLEGE | Los Angeles, CA

M.F.A. Candidate, TV + Screenwriting

COLUMBIA UNIVERSITY GRADUATE SCHOOL OF JOURNALISM | New York, NY

M.S., Journalism

CARNEGIE MELLON UNIVERSITY | Pittsburgh, PA

B.A., Professional Writing with additional major in French

ETC.

Television Academy – Emerging Media Peer Group; Secretary, Griffith Observatory Foundation; U.S. Patent 9781479, “Methods and systems of recommending media assets to users based on content of other media assets” (2017)