

TRICIA NELSON

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SUMMARY

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

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/UX strategy, copy, articles, profiles, promotional materials and SEO.

Xperi | Burbank, CA

Creative Director, Editorial 2016 – 2023

Senior Marketing Manager, Digital 2015 – 2016

Senior Copywriter 2012 – 2014

Wrote and edited B2B and B2C sales, content/email marketing and creative content for DTS, HD Radio, IMAX Enhanced and TiVo brands. Lead editor for the biannual *TiVo Video Trends Report*; copy support for retreats, events and activations; product naming ideation. Lead events programmer, *Mahogany@Xperi* employee resource group.

Dualstar Entertainment Group | Culver City, CA

Managing Editor 2004 – 2006

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%; grew content/advertising partnerships; ghostwrote blog posts; launched social media channels.

CONTRACT POSITIONS

Zeldavision | New York, NY

Producer, [Black Women of Amherst College](#) 2021 – 2022

Wrote, researched, conducted subject interviews, provided editorial direction for dual Webby-winning podcast.

Trollbäck+Company | New York, NY

Brand Strategist, Hulu/[Onyx Collective](#) 2020 – 2021

Project lead for brand work; wrote, researched, conducted client interviews, presented successful final pitch.

Bristol Myers Squibb | Princeton, NJ

Social Media Strategist 2011 – 2012

First-ever social media strategy for legacy pharmaceutical company.

The Dr. Phil Show | Hollywood, CA

Editorial Director 2006 – 2007

Managed day-to-day Season Five operations for *DrPhil.com*, *DrPhilFoundation.org* and *RobinMcGraw.com*.

Walt Disney Parks & Resorts Online | North Hollywood, CA

Senior Copywriter 2003 – 2004

Key storyteller for redesign of *DisneyVacationClub.com* and *Disneyland.com/DisneyWorld.com* resorts content.

EDUCATION

STEPHENS COLLEGE | Columbia, MO

M.F.A. Candidate, TV + Screenwriting (low residency program)

Degree expected: May 2025

CURIOUS REFUGE | Los Angeles, CA

AI Filmmaking

Certificate expected: January 2025

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

ACTIVITIES

AWARDS

2023 Webby Awards: Podcasts, Best Limited Series (Features); People's Voice – Podcasts, Diversity, Equity & Inclusion (Limited-Series & Specials), *Black Women of Amherst College*

U.S. Patent 9781479, "Methods and systems of recommending media assets to users based on content of other media assets" (2017)

GUILDS

Television Academy, Emerging Media Peer Group

SAG/AFTRA

The Impact Guild

NONPROFIT BOARDS

Executive Committee (Secretary), Griffith Observatory Foundation

President, Carnegie Mellon Los Angeles Alumni Association

Carnegie Mellon Black Alumni Association Endowment

The Latina Dance Project

Executive Committee, Carnegie Mellon Alumni Association Board (2016-2020)

Executive Committee, Reading Is Fundamental of Southern California (2010-2014)