

# TRICIA NELSON

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## SUMMARY

Creative professional with 15+ years writing, producing and publishing results-driven content for entertainment and tech companies.

## SKILLS

Adobe Experience Manager • WordPress • Communication • Relationship-Building • Project Management • Motivation/Mobilization

## ETC.

President, Carnegie Mellon L.A. Alumni Association; Television Academy – Interactive Media Peer Group; Film Independent; Founding Supporter, Academy Museum of Motion Pictures; U.S. Patent 9781479 issued October 2017

## EXPERIENCE

XPERI | Burbank, CA

**Senior Marketing Manager, Digital**

2012 – present

Individual contributor responsible for writing and editing B2B and consumer-facing sales, marketing and digital content for TiVo. Key projects include corporate blog and biannual Video Trends Report. Member of the creative services team serving as the internal agency supporting Xperi brands including DTS, HD Radio, IMAX Enhanced and TiVo.

VARIOUS | Princeton, NJ, New York, NY and Los Angeles, CA

**Contract Positions**

2002 – 2012

Bristol Myers-Squibb (social media strategy), The Chapin School (website refresh), Goldline.com (UX), Playboy.com (metadata, database), Walt Disney Parks & Resorts Online (copywriting, editing), Scripps Networks (website launch; content creation)

HERBALIFE | Torrance, CA

**Manager, Global Editorial**

2007 – 2008

Created and implemented global editorial strategy to support cross-media/cross-platform marketing materials (magazines, niche websites, broadband video) for \$3 billion public nutrition and weight management company.

THE DR. PHIL SHOW | Hollywood, CA

**Director of New Media (project hire)**

2006

Managed all aspects of the websites and online community affiliated with Dr. Phil McGraw – including drphil.com, robinmcgraw.com and drphilfoundation.org – during the fifth production season of The Dr Phil Show.

DUALSTAR ENTERTAINMENT GROUP | Culver City, CA

**Managing Editor**

2004 – 2006

Responsible for writing/editing/producing content (editorial, advertorial, mobile), integrating eCommerce and running day-to-day operations for mary-kateandashley.com, sprousebros.com and the areas on AOL dedicated to the brands associated with Mary-Kate and Ashley Olsen. Managed a lean, productive team; negotiated partnerships, launched social media initiative, created and voiced podcasts; realized 50%+ budget savings while growing online offerings and audience.

## EDUCATION

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**

CONTINUING EDUCATION | Los Angeles, CA

**USC School of Cinematic Arts (VR storytelling); UCLA Extension (writing courses)**