

# TRICIA NELSON

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## SUMMARY

Storyteller, team player, stargazer, communicator, lifelong learner.

## SKILLS

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

## ETC.

President, Carnegie Mellon L.A. Alumni Association; Television Academy – Interactive Media Peer Group; Board of Directors, Griffith Observatory Foundation; 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. Key projects include corporate blog and biannual TiVo 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 | Los Angeles, CA and New York, NY

### Contract Positions

2002 – present

Trollbäck+Company (brand strategy, Disney/Onyx Collective); Zeldavision (writer/producer, *Black Women of Amherst College* podcast); Bristol Myers-Squibb (social media strategy); Walt Disney Parks & Resorts Online (copywriting, editing)

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](http://drphil.com), [robinmcgraw.com](http://robinmcgraw.com) and [drphilfoundation.org](http://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](http://mary-kateandashley.com), [sprousebros.com](http://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

UC Irvine (Visual Studies); USC School of Cinematic Arts (VR storytelling); UCLA Extension (writing courses)