

# 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**

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)*