

TRICIA NELSON

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SUMMARY

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

SKILLS

Google Suite • MS Tools • Adobe Experience Manager • 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/UX strategy, copy, articles, profiles, marketing materials and SEO.

XPERI | Burbank, CA

Creative Director, Editorial

2012 – 2023

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. Founding member, Mahogany@Xperi employee resource group.

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

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.

EDUCATION

STEPHENS COLLEGE | Los Angeles, CA

M.F.A., 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)