

TRICIA NELSON

<http://portfolio.tricianelson.com>
email: tricia@tricianelson.com

PROFESSIONAL EXPERIENCE

CONSULTANT (self-employed), 2006 - present Burbank, CA
Editorial clients: The Chapin School, Film Independent, Gold Label Goods, Playboy.com, Goldline.com

Project-manage editorial/Web processes; source and hire writers; create style guides; assign, write, edit, fact-check and post website content.

Publicity/Social Media Marketing clients: Children's Cancer Research Fund, Jigsaw Global (digital media education), Latina Dance Project, A Virgin's Guide

MANAGER, GLOBAL EDITORIAL, 2007 - 2008 Torrance, CA
Herbalife International (Herbalife.com)

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

DIRECTOR OF NEW MEDIA (contract hire), 2006 Hollywood, CA
The Dr. Phil Show (DrPhil.com; RobinMcGraw.com; DrPhilFoundation.org)
Managed all aspects of the websites affiliated with Dr. Phil McGraw.

HEAD OF EDITORIAL & OPERATIONS, 2004 - 2006 Culver City, CA
Dualstar Online (Mary-KateandAshley.com; SprouseBros.com)
Managed content (editorial, podcasts, advertorial) and day-to-day website operations. Cut operating budget by more than 50% while providing strategy and mobile content/eCommerce integration for Dualstar Entertainment Group's 'tween-focused websites.

WRITER (project hire), 2003 - 2004 North Hollywood, CA
Walt Disney Parks & Resorts Online (Disneyworld.com)
Wrote and edited copy for Walt Disney World Resort websites, including DisneyVacationClub.com, Disneyland.com, DisneyWeddings.com.

WRITER/PRODUCER (contract hire), 2002 Los Angeles, CA
FineLiving.com (Scripps Networks)
Wrote features about Fine Living Network programs for the Scripps Howard News Service. Wrote, edited, coded and posted website content for companion site to newly-launched 24-hour cable network targeting affluent consumers.

EDITORIAL DIRECTOR, 2000 - 2001 Beverly Hills, CA
urbanMagic (a division of Magic Johnson Enterprises)
Formulated content strategy, acquired and edited website/wireless content for multimedia company targeting urban consumers.

PRODUCER, DISNEY ONLINE, 1996 - 1999 North Hollywood, CA
Walt Disney Internet Group (Disney.com)
Managed the conceptualization and launch of Pets & Animals content channel.

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EDUCATION

COLUMBIA UNIVERSITY SCHOOL OF JOURNALISM New York, NY

Master of Science

Concentrations: New Media, Broadcast

Masters thesis: "The Real World, MTV-Style"

THE AMERICAN UNIVERSITY Washington, DC

Candidate, Master of Arts, Public Communication

Graduate Review: "Theatrics, Publicity, Gossip: Communication

Theory and the Entertainment Industry"

CARNEGIE MELLON Pittsburgh, PA

Bachelor of Arts

Double Major, Professional Writing & French

Senior Semester Abroad: Carnegie Mellon Centre de Tours, Tours, France

CREDITS

WRITING CREDITS

Orbitz.com; *Los Angeles Times*; *Angeleno* magazine; Scripps Newspapers – *Knoxville News-Sentinel* (Tenn.), *Fort Pierce Tribune* (Fla.), *The Herald-Times* (Ind.), *The Commercial Appeal* (Tenn.), *The Evansville Courier & Press* (Ky.), *The San Angelo Standard-Times* (Texas); (Disney) *CP News*; Women's Wire Web Directory, Macmillan Publishing (1997); *The American University Graduate Review* (1994).

AFFILIATIONS

Interactive Media Peer Group – Academy of TV Arts & Sciences; Mentor, American Film Institute Digital Content Lab (AFI DCL); National Inroads Alumni Assoc.; Docent, Annenberg Community Beach House; Volunteer, Peace4Kids; Volunteer, WNET; Pledge drive/events volunteer, KCET, KCRW; 2010-2011 Sundance Film Festival volunteer; Friends of the High Line volunteer; Secretary (executive board), Reading Is Fundamental of Southern California.

COMPUTER SKILLS

Macintosh, Windows, HTML, Adobe and Microsoft Office tools, Visio, Project, finalsite CMS/tools, content management systems.

LANGUAGES

Proficient in French; Certificate in Pre-Intermediate Conversational Spanish, Centro de Lenguas e Intercambio Cultural, International House (Sevilla, Spain, 2002).

ETC.

Marathoner and triathlete; pop culture/trivia enthusiast and winner of the Comedy Central game show "Beat the Geeks." Frequent participant in mass-choreographed spontaneous events produced by Flash Mob America.