



BARBARA L. NELSON

TEFL CERTIFIED TEACHER/PROFESSIONAL WRITER

OBJECTIVE

A highly-skilled professional seeking a part-time or freelance writing/teaching position in Krakow, Poland.

EXPERIENCE

WRITER/FREELANCE • 1/15 - PRESENT

Create content for SEO campaigns, landing pages, social media, and blogs. Conduct website audits and originates SEO website content and social media content for many businesses using SEO best practices. CMS management.

COMM/MARKETING COORDINATOR • THE SAYBROOK • CT • 4/19 – 4/20

Created, wrote, edited, and laid out monthly resident and employee newsletters for an assisted living community.

MARKETING MANAGER • ATC ASSOCIATES • LA • 10/11 – 4/15

Teaming with international merger partner and senior executive leadership, responsible for coordinating nationwide co-branding efforts including website, marketing collateral, promotional and stationery adaptation and redesign; creation and coordination of advertising and social media campaigns and press relations for corporate and branch offices.

ACCOUNT EXECUTIVE • GREAT INK • NYC • 1/09 – 1/10

Planned and executed long-range and short-range media relations strategies; writing and securing placement for press releases, publicity materials, profiles, and bylined articles; successfully pitching original stories to the local, national, and trade press, including print, radio, and television; arranging and securing speaking engagements.

MARKETING DIRECTOR • COLLIERS • NYC • 4/07 – 1/09

Coordinated advertising, public relations, and promotional campaigns and strategies for an international firm, ownership, and brokerage team. Directed creative activities of outside PR, advertising, and marketing firms. Teamed with national and international offices to produce quarterly commercial real estate market reports.

EDITOR • REAL ESTATE MEDIA • NYC • 6/05 – 4/07

Managed editorial staff and content to produce a 48- to 60-page monthly trade magazine; assigned, edited, and coordinated freelance and in-house articles for publication; managed editorial budget and editorial calendar; wrote columns and feature articles for print and online publications; created innovative art concepts for covers, departments, and features; oversaw design for the entire book.



BLN

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ASSOCIATE EDITOR • REAL ESTATE WEEKLY • NYC 3/03 – 6/05

Assisted in managing editorial content to produce a 60- to 80-page weekly, tabloid trade newspaper; headed the launch of a successful 12-page Construction and Design news section; assigned, coordinated, and edited articles for publication; oversaw design and layout; attended industry events, and wrote news and feature articles covering trends in the real estate and related industries.

STAFF WRITER • GANNETT • LA • 6/01 – 12/02

As a daily-newspaper staff writer, wrote breaking news, business, entertainment, and feature stories; assessed, edited, and expanded upon press releases; coordinated photoshoots; interviewed and nurtured working relationships with news sources, attended and covered community and government meetings.

EDUCATION

ADVANCED CERTIFICATE IN TEACHING ENGLISH AS A FOREIGN LANGUAGE – TEFLPROS

BA IN JOURNALISM • MAGNA CUM LAUDE • CSU SACRAMENTO



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LINKEDIN