



# **BARBARA L. NELSON**

## **CONTENT/MARKETING STRATEGIST**

### **PROFESSIONAL BIO**

Barbara L. Nelson is a professional writer with almost 20 years of experience in communications, branding, and marketing for both B2B and B2C businesses. She started her career as a beat reporter for various local newspapers before moving on to bigger roles, such as the editorship of Real Estate New York. During her tenure, she covered major players and deals in commercial real estate, including rebuilding the World Trade Center and the historical beginnings of landmark buildings in Manhattan.

After working at Real Estate Media, Barbara was recruited by Colliers International, a leading real estate brokerage firm in New York City, to lead its marketing and communications department. In this role, she was responsible for overseeing the international firm's public relations, advertising, and marketing efforts.

Barbara is a well-respected real estate journalist and marketing professional who has also worked as a Senior Account Executive at Great Ink's boutique public relations firm. Here, she secured top coverage for clients in The New York Times, Wall Street Journal, CNBC, and other noteworthy media outlets.

In 2010, Barbara moved from New York City and opened her own content writing business, where she provided public relations, content writing, and blogging services to several clients. She also directed the marketing, public relations, branding, and communications for the environmental engineering firm ATC Group Services, headquartered in South Louisiana. When ATC was acquired by the Australian firm Cardno, Barbara coordinated the cobranding efforts for the firm's 71 national branch offices.

In 2017, Barbara returned to her core passion of writing and storytelling and became a Content Strategist at Redball Technology. She provided content strategy, SEO, and content writing for websites and social media for the firm's many B2B and B2C clients.

Her love of travel led her to move abroad in 2021, where she worked as a content writer for two firms based in Krakow, Poland: Delante, an SEO and SEM firm, and Bidroom, a hotel membership company that created white-label booking platforms for firms like Visa Europe and Lufthansa.

In 2023, Barbara moved back to the United States after living in Toulouse, France, for several months. She is currently the content coordinator for Majestic Resorts, which operates four all-inclusive properties in the Caribbean.

Barbara holds a Bachelor of Arts degree in Journalism from California State University, Sacramento, where she graduated Magna Cum Laude. She enjoys writing about spirituality in her free time on her website, Awakened Traveler, traveling, and spending time with her family.