



# BARBARA L. NELSON

## COPY EDITOR/WRITER

### Core Qualifications:

- *More than 10 years of experience in editing and writing digital and print content, including copy for landing pages, blogs, newsletters, email and social media campaigns, white papers, brochures, and e-books*
- *Industry experience: travel & hospitality, real estate, and remote work advocacy*
- *5 years of SEO copywriting experience*
- *Working knowledge of content management systems*
- *Able to handle multiple projects simultaneously with accuracy and efficiency and on deadline*
- *Experience collaborating with graphic & web designers to create visually appealing and engaging UX content.*
- *Superior grasp of AP style; BA in Journalism*

### Experience:

#### MAJESTIC RESORTS • CONTENT COORDINATOR • 8/23 – PRESENT • REMOTE/CONTRACT

Collaborate with an international content team to plan, write, edit, and implement content for sales and marketing materials, website, mobile apps, and blog. I use SEO best practices, brand voice, and corporate standards to reach and engage the target audience and drive conversions.

#### OWNER • BLN CONTENT STRATEGY • 2010 – PRESENT • REMOTE & HYBRID

Working closely with developers and designers to create content to enhance the UX experience for several B2C and B2B websites and mobile apps. Create and edit content for B2B and B2C websites, landing pages, social media and email campaigns, newsletters, white papers and blogs using SEO best practices, assuring keyword density is optimized and the target audience is reached. Social Media management.

#### CLIENTS:

[Remote Work Advocate](#) - Human Resources

[bidroom.com](#) - Hotel Membership

[Damon's Getaways](#) - Travel Agency

[Delante](#) - SEO/SEM Agency

[Redball Technology](#) - Website Design/SEO

#### MARKETING/COMM MANAGER • ATC ASSOCIATES • LOUISIANA 10/11 – 4/15

Teaming with international merger partners and senior executive leadership, responsible for the coordination of nationwide co-branding efforts, including writing and editing website, marketing collateral, promotional materials; creation and coordination of advertising and social media campaigns and press relations for corporate and branch offices.

### CONTACT

@ [bnelsonwriter@gmail.com](mailto:bnelsonwriter@gmail.com)

📞 US 337-257-2713

🌐 [Blncontentstrategy.com](http://Blncontentstrategy.com)

**Objective: A dedicated and meticulous Copy Editor and writer with extensive experience in producing high-quality digital travel content is seeking content editing/writing opportunities.**

### Applications

- Microsoft 365
- WordPress
- Trello
- Figma
- Asana
- Canva
- Crowdfire
- Slack
- Confluence
- Google Docs/Team
- Zoom
- Basecamp

*"One of Barbara's main roles where she excelled was content strategy for the B2C bidroom blog, which drove traffic to the hotel membership website. She wrote, edited and designed the WordPress page for the blog that covers travel and hospitality topics pertinent to bidroom members....I highly recommend her to any hospitality company seeking a professional creative writer impassioned by the travel industry." ~ Gianluca Laterza - Senior Sales Director Europe, Beonprice*

*"Working with Barbara is more than a great pleasure! She is a very knowledgeable and passionate expert who is always ready to go the extra mile! Her strategic approach toward projects and the quality of content that she delivers is always on the highest level. If you're looking for a great professional with her skill set - I'm sure she's definitely the go-to person! ~ Nadia Harris, Founder of Remote Work Advocate*

[More Testimonials](#)

## [Contact](#)

@ [bnelsonwriter@gmail.com](mailto:bnelsonwriter@gmail.com)

📞 US 337-257-2713

### **SEN. ACCOUNT EXECUTIVE • GREAT INK • NYC • 1/09 – 1/10**

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

### **MARKETING/COMM DIR • COLLIERS INTERNATIONAL • NYC 4/07 – 1/09**

Oversaw 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 edited and wrote 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 column and feature articles for print and online publications; created innovative art concepts for covers, departments and features; oversaw design for the entire book.

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

Managed 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 photo shoots; interviewed and nurtured working relationships with news sources. And attended and covered community and government meetings.

## **Education:**

**BA In Journalism • Magna Cum Laude • CSU, Sacramento**

**AA In Business/Food Service Management • American River College**

**Hospitality/Travel Certificate • Honor Graduate • TriState Travel School**