



BARBARA L. NELSON

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Objective: *Talented, creative and versatile professional writer with several years of solid writing and editing experience seeking freelance and contract writing opportunities.*

Professional Qualifications

- More than 5 years of experience as a magazine editor and professional journalist covering the nation's leading stories including the redevelopment of the World Trade Center, US real estate investment sales, and profiling the nation's most influential corporate heads.
 - Enthusiastic and creative customer-focused writer, adept at details and producing first-rate work. Social Media savvy having successfully led the creation of online marketing campaigns, including websites, print and online ads creation. Experienced blogger and website content writer.
 - Several years of experience in successfully creating hundreds of business materials, including brochures, cut sheets, case studies, press releases, memos, and manuals. Several years of experience in the execution of successful marketing, branding and media relations campaigns for multi-million dollar companies.
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Professional Skills

- Blogging
- Website content
- SEO Maximization
- Social Media content
- Brochures and Cut Sheets
- Case Studies
- Newsletter content
- Article Writing

Professional Experience

Nelson & Nelson · Youngsville, LA · **Writer/Content Developer** · 3/2015 to current

Manage, develop, write and edit content for print and online media and other marketing collateral. Designed and created website content for new age client; blog writing, social media management, SEO content maximization.

Cardno/ATC Associates Inc. · Lafayette, LA · **Marketing & Communications Manager** · 10/11 to March 2015

Teaming with international merger partner and senior executive leadership, responsible for the coordination of nationwide co-branding efforts including website, marketing collateral, promotional and stationery adaptation and redesign; supervise and approve the replacement of interior and exterior signage for 71 US branches according to co-brand standards; creation and coordination of advertising and social media campaigns and press relations for corporate and branch offices; and management of corporate proposal, communications and graphics staff.

Writer/Public Relations Consultant · Albuquerque, NM/Lafayette, LA · 9/09 to 10/11

Create, write and coordinate dissemination of press releases; create media plans and oversee media exposure for NPOs to increase awareness and fundraising

- Public relations coordinator for FoodNet of Acadiana, write/edit press releases and fundraising materials to increase media coverage and in-kind and monetary donations
- Created 13-point media strategic plan for a therapeutic horsemanship program including messaging, public and media relations plan and advertising to increase public awareness.
- Gained television and radio exposure for a New Mexico non-profit agency helping developmentally disabled school children make lasting friendships.

Great Ink · New York, NY · **Senior Account Executive** · 1/09 to 09/09

Responsibilities included the planning and execution of long-range and short-range media relations strategies; writing of 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.

Selected Accomplishments:

- Successful media exposure for multiple clients in *The Wall Street Journal*, *The New York Times*, CNBC and *Architectural Digest* in 2009.
- Coordinated a winning publicity campaign for an international CMBS analytics provider, garnering its top executive's regular spots on CNBC and frequent contributions to *The Wall Street Journal*, *Financial Times* and several top trade publications.
- Coordinated New York City and Washington DC media visits for an international loan sale advisor, setting up interviews with top banking publications, major national publications and cable television programs.

GVA Williams/Colliers International · New York, NY - **International Commercial Real Estate Firm**
Director of Marketing & Communications · 4/07 to 12/08

With a \$2.1 million annual budget, planned and directed advertising, public relations, and promotional campaigns and strategies for the firm, ownership and brokerage team. Managed and directed outside PR, advertising, and marketing firms. Managed, negotiated and oversaw advertising placement and contracts. Organized and coordinated internal and external events; sought and arranged speaking opportunities for top executives. Directed the creative process and oversaw production, monitored workflow and managed the approval process of marketing and advertising projects, plans, procedures and materials.

Selected Accomplishments:

- Directed a successful multi-faceted campaign in 2008 when FirstService acquired 65% interest in GVA Williams in a multi-million dollar transaction, resulting in international coverage.
- Increased media exposure by 82% from the first quarter of 2007 to the first quarter in 2008.
- Improved the quality of media exposure to target publications including *The Wall Street Journal*, *The New York Times*, *Crain's* and *International Herald Tribune* and *Portfolio* magazine.

Real Estate New York · New York, NY · **Editor** · 7/05 to 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 column and feature articles for print and online publications; created innovative art concepts for covers, departments and features; oversaw design for entire book.

Selected Accomplishments:

- Conceptualized, coordinated, wrote, edited and created art concepts for a 15-page feature detailing the rebuilding efforts on the five-year anniversary of the World Trade Center attacks.
- Coordinated, art, photography and writing for several major features including *New York's Real Estate Families* and *Then and Now*, a historical look at the creation of New York's great buildings.
- Created several new departments, news sections, and pictorials to expand the quality of coverage and readership.

Real Estate Weekly · New York, NY · **Editor** · 5/03 to 6/05

Managed editorial staff and content to produce a 60- to 80-page weekly 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.

The Daily Advertiser (Gannett) · Lafayette, LA · **Staff Writer/Bureau Reporter** · 6/01 to 12/02

The Daily Iberian · New Iberia, LA · **Staff Writer** · 1999 to 2001

As a daily-newspaper staff writer, wrote breaking news, business, entertainment and feature stories; assessed, edited and expanded upon press releases.

Education

California State University · Sacramento, CA · **BA Journalism** · Magna Cum Laude
American River College · Sacramento, CA · **AA Business** · Honor Graduate

Professional Portfolio