

TRICIA NELSON

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(310) 980-3861

PROFESSIONAL EXPERIENCE

- MANAGER, EDITORIAL**, 2007 - present Torrance, CA
Herbalife International (www.herbalife.com)
Responsible for creating and implementing global editorial strategy to support cross-media/cross-platform marketing materials (magazines, 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)
Responsible for managing all aspects of the websites affiliated with Dr. Phil McGraw; managing editorial and technical staff; producing online show episodes and original multimedia content; managing relationships with outside vendors.
- HEAD OF EDITORIAL & OPERATIONS**, 2004 - 2006 Culver City, CA
Dualstar Online (Mary-KateandAshley.com; SprouseBros.com)
Responsible for content (editorial, podcasts, advertorial), operations, budget, day-to-day management, overall 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 (www.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 new 24-hour cable network targeting affluent consumers.
- EDITORIAL DIRECTOR**, 2000 - 2001 Beverly Hills, CA
urbanMagic (a division of Magic Johnson Enterprises)
Responsible for formulating content strategy, acquiring, editing and maintaining website/wireless content for multimedia company targeting urban consumers.
- PRODUCT MANAGER**, 1999 - 2000 Los Angeles, CA
WeddingChannel.com (an idealab! company)
Led team composed of technical, design, QA and production personnel to implement new product specifications for full-service wedding planning site.
- PRODUCER, DISNEY ONLINE**, 1996 - 1999 North Hollywood, CA
Walt Disney Internet Group (www.disney.com)
Managed the conceptualization and launch of Pets & Animals content channel.

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EDUCATION

COLUMBIA U. GRADUATE 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

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).

AWARDS

1998 Communication Arts Interactive Design Annual winner – Editor/Writer, Disney's Blast; 1996 NAA Digital Edge Award – New Jersey Online.

AFFILIATIONS

Interactive Media Peer Group – Academy of Television Arts & Sciences; Carnegie Mellon West Coast Drama Alumni Clan; National INROADS Alumni Association; Volunteer, Peace4Kids; Step Up Women's Network; UCLA Triathlon Club; Active.com Elite Sponsored Athlete (2003-2004).

COMPUTER SKILLS

Macintosh, Windows, HTML, Adobe and Microsoft Office tools, VISIO, 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 a 2002 winner of the Comedy Central game show "Beat the Geeks;" world traveler and featured "Go-to girl" for group travel advice in A Virgin's Guide to Everything: From Sushi to Sample Sales – a Novice's Guide to Doing it Right (5 SPOT, 2006).