

# GRAHAM K. NELSON

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## EDUCATION

George Washington  
University Law School  
Juris Doctor,  
Thurgood Marshall  
Scholar  
Aug. 2006 - May 2009  
GPA: 3.74

The College of William  
and Mary  
B.A. History  
Aug. 2000 - May 2004

## AWARDS

2015 Ad Age Best  
Branded Content  
Partnership Winner  
HuffPost & Clorox

2015 Ad Age/Modern  
Healthcare Awards  
Winner  
Digital Publisher  
Category

2015 Most  
Outstanding  
Performance Winner  
HuffPost Business  
Team

2016 OMMA Finalist  
Best Animation

2016 Native  
Advertising Awards  
Finalist  
Best Sponsored  
Editorial & Video

2015 Native  
Advertising Awards  
Finalist  
Best Sponsored  
Editorial

## SKILLS

Japanese (Fluent)  
AP Style  
SEO  
HTML/CSS/JQuery  
Wordpress/Drupal  
MailChimp  
SocialFlow  
SimpleReach/Parse.ly  
Adobe Creative Suite  
Apple Keynote  
Microsoft Office

## *Content Positioning Consultant, Freelance*

New York, NY | Aug. 2013 - Present

- Develop content and social media strategy, write articles and copy, provide design and produce video for clients including Vox Media, AOL, HuffPost, The Odyssey, Thrillist, Birchbox, Madwell Agency, and Zazou Productions

## *Director of Content Innovation and International, AOL Partner Studio*

*Director of Creative Development, AOL Partner Studio*

New York, NY | Sep. 2015 - Aug. 2016

- Led ideation and execution of compelling branded content campaigns across HuffPost, TechCrunch, Xbox and the rest of AOL's publishing roster
- Crafted insight-driven content strategy and presented to 15+ Fortune 500 clients
- Managed team of 2-4 strategists and provided creative guidance to entire 25-person studio on innovative storytelling formats and special projects
- Set policy, structure and provided training to satellite teams in 15 countries
- Evangelized the benefits of branded content at international industry events
- Introduced and reimagined studio pre-sales deliverables, including widely adopted visual content folios and data analysis reports
- Brought in \$10.5 million in revenue over H2 2015 and H1 2016

## *Director of Content Strategy, News & Men's Lifestyle, The Huffington Post*

*Senior Content Strategist, The Huffington Post*

New York, NY | July 2014 - Sep. 2015

- Created branded content in the HuffPost voice that garnered 8 million PVs, 500K social actions and several awards
- Pitched and executed the studio's *first* native video, native video series, "click & reveal" article, shoppable collage, interactive quiz and long-form

## *Producer, Tokyo Broadcasting System*

Washington, DC & New York, NY | Aug. 2009 - Aug. 2014

- Pitched, produced and edited Japanese language television news stories for network programs averaging 10 million viewers
- Led day-to-day operations of DC Bureau's 7-person team
- Planned and executed 50+ field shoots and feature stories around the globe
- In two years, became network's sole White House and Pentagon producer

## *Head Teacher, GEOS International*

Tokyo, Japan | Nov. 2004 - May 2006

- Co-founded a franchised English school that attracted 175 students in 6 months