

# GRAHAM K. NELSON

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## EDUCATION

*JD, GW Law*  
2006-2009  
Thurgood Marshall  
Scholar Award  
GPA: 3.74

*BA (History), The  
College of William  
and Mary*  
2000-2004

## AWARDS

*Best Branded  
Content Partnerships  
(2017), Ad Age*  
Vox Media x Spotify

*Best Branded Video  
Finalist (2017),  
Digiday Awards*  
Vox Media x Spotify

*Best Animation  
Finalist (2016),  
OMMA Awards*  
HuffPost x Clorox

*Best Editorial & Best  
Video Finalist (2016),  
Native Creatives*  
HuffPost x Purina  
HuffPost x Tito's

*Most Outstanding  
Performer (2015),  
HuffPost*

*Best Branded  
Content Partnerships  
(2015), Ad Age*  
HuffPost x Clorox

*Digital Publishing  
Winner (2015), Ad  
Age/Modern Health*  
HuffPost x Hologic

*Best Editorial (2015),  
Native Creatives*  
HuffPost x Hologic

## SKILLS

Japanese (Fluent)  
HTML/CSS/jQuery  
Wordpress/Drupal  
SimpleReach  
Adobe CS  
Apple Keynote

## *Content Strategy Consultant & Creative Director, Freelance*

New York, NY | Aug. 2013 - Present

- Develop creative and social strategies, write and direct videos, and lead content campaigns for clients including Vox Media, The Washington Post, CBS Interactive, Playbuzz, Aol, The Odyssey, Thrillist, Birchbox, Gladeye and the Madwell Agency

## *Creative Director & Founder, Explainer Studio at Vox Media*

New York, NY | May 2017 - January 2018

- Reimagined Vox's popular "explainer" video format for brands
- Established processes, tone and team structure to support execution
- Pitched, sold, wrote and directed 30 videos within four months of launch
- Launched PR campaign that got coverage from the *Wall Street Journal & Ad Week*

## *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 and structure, and provided training to satellite teams in 15 countries
- Evangelized the benefits of branded content at international industry events
- Introduced and revamped studio pre-sale 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, directed and executed the studio's *first* native video, native video series, "click & reveal" article, shoppable collage, interactive quiz and long-form

## *White House & Pentagon Producer, Tokyo Broadcasting System*

Washington, DC & New York, NY | Aug. 2009 - Aug. 2013

- Pitched, produced and edited Japanese language television news stories and documentaries, averaging 10 million viewers
- Led day-to-day operations of DC Bureau, including executing 50+ field shoots