

# GRAHAM K. NELSON



WRITER • CREATIVE DIRECTOR • CONSULTANT

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Brooklyn, New York

Award-winning creative leader who makes digital content feel personal, personable, and a lil' *quirky*. Adept at mastering new formats and building new studios. 38.2 million views and 14.1 million social actions – and counting.

## EXPERIENCE

### Freelance 2013 - Present

#### Creative Director & Content Consultant

- Develop creative strategies and lead content campaigns for clients like The Washington Post, CBS Interactive, Vox Media, Playbuzz, The Odyssey, Birchbox, and the Madwell Agency

### Vox Media 2017-2018

#### Creative Director & "Explainer-in-Chief"

- Built and launched The Explainer Studio, which reimagined and retooled Vox's popular explainer video format for brands
- Pitched, sold, wrote, directed, and appeared in 25+ explainers within four months of launch
- Evangelized studio in Adweek, The Drum, and WSJ coverage

### Aol 2015-2016

#### Director of Innovation & International

- Led ideation and execution of branded content campaigns across AOL's portfolio, including HuffPost, TechCrunch, and Xbox
- Helmed a creative SWAT team — 2-4 strategists who tackled special projects and served as an internal innovation incubator
- Presented to clients and brought in \$10.5M within a year
- Advised satellite studios in 15 countries

### The Huffington Post 2014-2015

#### Director of Content Strategy / Senior Content Strategist

- Made studio's first native video, native video series, "click & reveal" article, shoppable collage, interactive quiz, and long-form

### Tokyo Broadcasting System 2009-2013

#### Producer, DC Bureau

- Pitched, produced, and edited Japanese-language broadcast news stories and documentaries seen by an average of 10M viewers
- Managed daily bureau operations and planned 50+ field shoots
- Covered the White House and Pentagon as beat reporter

## EDUCATION

### Juris Doctor 2006 - 2009

#### George Washington University Law School

GPA: 3.74

Thurgood Marshall Scholar

### Bachelor of Arts, History 2000 - 2004

#### The College of William and Mary

## AWARDS

Best Branded Content Partnership **Ad Age** 2017  
Best Branded Video Finalist **Digiday**

Best Animation Finalist **OMMA** 2016

Best Native Editorial Finalist **Native Creatives**

Best Native Video Finalist **Native Creatives**

Most Outstanding Performer **HuffPost** 2015

Best Branded Content Partnership **Ad Age**

## SKILLS

Ideation and Strategy

Video Production

Content Writing

Copywriting

Web Design

Photoshop

Premiere Pro

Keynote

Japanese

