GRAHAM K. NELSON

WRITER • CREATIVE DIRECTOR • CONSULTANT

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New York, New York

Award-winning freelance creative leader who makes digital content feel personal, personable, and a lil' quirky. Freelance clients include YouTube, Sony, Wix, CBS, Condé Nast & The Washington Post.

EXPERIENCE

Half-Nelson Holding Company, LLC — 2013 - 2022

Owner & Creative Director

- Devise strategy, craft content, and serve as a full-service production company for brands like YouTube and Sony

Netflix — 2019 - 2022

Creative Director & Show Runner

- Developed, executed, and hosted a branded video series airing on Netflix social media channels and platform, designed to educate, entertain, and market upcoming Netflix titles
- Led 15-person crews on set and a diverse team of designers, animators, editors, and musicians in post
- Averaged 550K views over 32 entries; translated into 7 languages

Vox Media — 2016-2018

Creative Director & "Explainer-in-Chief"

- Built, launched, and led The Explainer Studio, an eight person team which reimagined and retooled Vox's popular editorial content format for brands
- Pitched, sold, wrote, directed, and appeared in 25+ explainers within four months of launch, bringing studio 6M in revenue
- Evangelized studio in PR in Adweek, The Drum, and The WSJ

Aol / Huffington Post — 2014-2016

Director of Innovation & International
Director of Creative Development / Content Strategy

- Led ideation, strategy, and execution of 360° branded content campaigns across Aol's portfolio, including HuffPost & Xbox
- Helmed a creative SWAT team — 2-3 strategists who tackled special projects and served as an internal innovation incubator
- Diversified studio offering by making first video, "click & reveal" article, custom photography slideshow, shoppable collage, animation, interactive quiz, and long-form multimedia site
- Slashed production costs by 40% by identifying and partnering with custom CSS and tech solutions providers
- Presented to clients and brought in $10.5M within a year
- Advised satellite studios in 15 countries

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

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** ●●●●○
- **Script Writing** ●●●●●
- **Copywriting** ●●●●○
- **Web Design** ●●●○○
- **Photoshop** ●●●○○
- **Premiere Pro** ●●●●○
- **After Effects** ●●●●○
- **Keynote** ●●●○○
- **Japanese** ●●●●○
- **Leadership** ●●●●○