

GRAHAM K. NELSON

CREATIVE DIRECTOR • CONTENT LEADER • WRITER

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New York, New York

EXPERIENCE

Half-Nelson Holding Company, LLC 2013 - 2022

Creative Director & Owner

- Provide high-impact creative strategy and full-service content production to brands, agencies, start-ups and studios
- Oversee creative direction of multi-format media executions
- Write best-in-class branded content videos, commercials, sizzles, social posts, website and ad copy

Netflix 2019 - 2022

Creative Director & Host [Contract]

- Developed, pitched, executed, and hosted a long-form, non-fiction video series airing on the Netflix service and O&O social channels marketing their upcoming originals
- Quarterbacked a large creative team consisting of writers, producers, designers, animators, editors, and on-set crew
- Partnered cross-functionally across Editorial, Marketing, and Communications to deliver on-brand, on-message product
- Averaged 550K views over 32 entries; translated into 7 languages

Vox Media 2016-2018

Creative Director & Co-Founder

- Laid down the organizational vision, strategy, and structure of The Explainer Studio, a company initiative tasked with turning Vox's popular editorial IP into advertiser sponsored content
- Crafted multi-faceted creative solutions and pitched in-person to dozens of blue chip clients
- Hired, trained, and guided a copy, art, and production team
- Collaborated with internal stakeholders to ensure an on-time studio launch and smooth operations
- Evangelized launch in Adweek, The Drum, and The WSJ

Aol / Huffington Post 2014-2016

Director of Innovation & International / Creative Development

- Led ideation and execution of 360° branded content campaigns and concepts across Aol's portfolio, including HuffPost & Xbox
- Helmed an internal innovation incubator of 2-3 strategists who tackled special projects under tight deadlines
- Diversified offering by making 7 viral, studio-first formats
- Slashed production costs by 40% by finding and partnering with external tech vendors
- Brought in \$10.5M in revenue within one year
- Advised satellite studios in 15 countries on branded content best practices and built a global system for RFP response

Passionate, knowledgeable, curious, and award-winning freelance creative leader who makes digital content feel personal, personable, and a lil' quirky. Clients include YouTube, IBM, Sony, Ford, Clorox, Purina, NBC/Universal, Wix, CBS, Condé Nast & The Washington Post.

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

Creative Ideation	● ● ● ● ●
Video Production	● ● ● ● ●
Content Marketing	● ● ● ● ●
Storytelling	● ● ● ● ●
Team Leadership	● ● ● ● ●
Presentation	● ● ● ● ●
Copywriting	● ● ● ● ●
Data Analysis	● ● ● ● ●
Adobe Suite	● ● ● ● ●
Deck Building	● ● ● ● ●
Project Management	● ● ● ● ●
Social Media	● ● ● ● ●