

# Tim Nelson

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## PROFILE

Copywriter with 10 years of wordsmithing experience across UX, content marketing, journalism, email newsletters, apps, social posts, video scripts, and everything in between. Past and present clients include *New York/Vox*, Apple, Walmart, Condé Nast, and more.

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## PROFESSIONAL EXPERIENCE

8/22 – 5/23

### FUTURE

Brooklyn, NY

#### *Freelance Copywriter / Blog Lead*

- Helped launch brand's [blog](#) as an SEO-focused content marketing channel, publishing nearly 40 thoroughly-researched articles across topics including fitness, health, wellness, and nutrition
- Boosted quarter-on-quarter conversions (signups for \$149/month service) through blog by 122%
- Wrote and edited materials for multi-stage email/SMS signup flow and marketing campaigns
- Facilitated product launches by naming apparel items and writing product descriptions
- Edited writing of personal trainers, software engineers, etc. to establish consistent brand voice

11/20 – 12/22

### KETTLE

New York, NY

#### *Freelance Senior Copywriter*

- Worked in Figma alongside UX and visual designers to create copy for Tally's [site relaunch](#)
- Wrote weekly newsletter covering trends and takeaways in Web3, social media, and tech to demonstrate agency's thought leadership to Apple and other clients
- Developed a unified voice for an ISP's 360 rebrand campaign across audio and video scripts, social posts, direct mail, and email, communicating with both its B2C and B2B audiences
- Crafted web, email, and newsletter copy for Apple's Music for Artists and Podcasts for Creators audiences, covering Creator Conversations, feature launches, promo tips, and more
- Generated multi-format social copy for Nike, Walmart, and other clients

4/17 – Present

### VARIOUS PROJECTS

Brooklyn, NY

#### *Freelance Copywriter and Journalist*

- File reported pieces, interviews, event coverage, explainers, and news for publications including [Architectural Digest](#), MyRecipes, and Food52
- Distilled complex subject matter into clear video scripts for clients including Accenture and Dell
- Wrote UX copy and thought leadership-oriented blog materials for early-stage tech startups
- Write product recommendations for The Strategist's *Gift of the Day* series of email newsletters
- Led an SEO-driven copy rewrite for a residential real estate client, moving target keywords onto first page of Google and helping team win 2020 Webby for Best Real Estate Website
- Created copy for Snapchat's Snappables, a series of official in-app games that used AR lenses

2/15 – 1/17

### MULLENLOWE PROFERO

New York, NY

#### *Content Specialist (2/15-7/16), Content Manager (7/16-1/17)*

- Served as copy lead alongside UX and design teams to launch an interactive, [high-impact content piece](#) that garnered over a million page views
- Wrote, edited, and uploaded content focused on international destinations and travel tips for [Western Union](#) in Q3 and Q4 of 2016, earning 300K-plus page views

10/12 – 2/15

### HAVAS MEDIA

New York, NY

#### *SEO Analyst (10/12-4/14), SEO Specialist (4/14-2/15)*

- Wrote and edited a high volume of location-based travel content for Choice Hotels, contributing to a 22% year-over-year increase in revenue from organic search
  - Trained SEO department on copywriting best practices developed during the above project
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## EDUCATION

Class of 2012

### TUFTS UNIVERSITY

Medford, MA

*Bachelor of Arts, May 2012*

- Major in Political Science, Minor in Sociology