

## Dan Nelson

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I help people communicate and understand each other by delivering clear content in a compelling form that is tailored to the audience. My work has ranged from product marketing and company branding for two successful startups to promoting musicians and artists. I bring a high level of skill to all phases of a project with big-picture thinking and an attention to process that makes a finished product effective. Since work is also about interpersonal skills and character, let me add that I'm thoughtful, reasonable, patient, persistent, and collaborative.

### EMPLOYMENT

Freelance Copywriter Jan. 2000 - present

- Company branding and product marketing
- Copywriting for Field Hymns Records and promo materials for Bay Area and Portland, OR bands
- Blogged about contemporary art and culture at Eye of the Blackbird, Box of Contents, and Artopic.org
- Author and designer of "All Known Metal Bands" (McSweeney's)
- Bay Area Buzz magazine: contributed reviews and interviews, and photographed live bands for bimonthly print music magazine with an emphasis on Bay Area artists and indie labels

Alloy LED Sept. 2015 - July 2019

Creative Director leading a team in marketing, creative collateral, copywriting, and brand management at a fast-growing LED lighting company.

- Write and edit copy for sales collateral, newsletters, and press releases
- Project management and marketing team lead
- Execute SEO, SEM, and email marketing campaigns
- Develop messaging and enhance brand identity
- Produce promotional and instructional videos, tutorials, FAQs, and photographs

Elemental LED April 2009 - July 2015

Marketing Coordinator from the start-up stage at a rapidly-growing e-commerce and commercial LED lighting company at [www.elementalled.com](http://www.elementalled.com) and [www.diodeled.com](http://www.diodeled.com). My contributions include:

- Write and edit copy for sales collateral, blog posts, newsletters, press releases, and product collateral observing SEO best practices
- Design, project manage, and bring to press product packaging, print catalogs, written marketing materials, and print advertisements
- Develop messaging for all company channels and enhance company brand identity for digital and print materials
- Support company brand identity through naming products and product families
- Produce instructional materials such as videos, tutorials, FAQs, and photographs

**PUBLICATIONS**

McSweeney's: "All Known Metal Bands"

The Believer magazine: "All Known Metal Bands - R"

Bay Area Buzz: reviews and interviews

**PRESS & AWARDS**

GQ UK: "All Known Metal Bands" review.

AIGA: "AKMB" winner 50 Books/50 Covers award.

Rolling Stone: "AKMB" in the weekly Top Ten, May 29 issue.

Amazon: "AKMB" one of Amazon.com's Best of the Year: Hidden Gems.

**EDUCATION**

Bay Area Video Coalition, SF. Classes in Adobe Illustrator, InDesign, and photography.

BA liberal arts, St. John's College, Maryland.