



NELSON SOLOMON

MARKETING & COMMUNICATIONS | NELSONSOLOMON.NET

OBJECTIVE

I am an experienced digital communicator with experience in marketing strategy, implementation and analysis. I aim to improve and optimize communication efforts using the latest and most effective tools.

SKILLS

Social Media (Facebook, Twitter, LinkedIn, Pinterest, Instagram, YouTube, etc.); Hootsuite; Sprout Social; Digital Analytics (Hootsuite; Google Analytics); Digital Strategy and Execution; Client Relations; SEO; Email Marketing; Mailchimp; Website Content Development

EXPERIENCE

COPYWRITER • HEARTLAND • SEPTEMBER 2020 – PRESENT

- Create engaging, vibrant copy for internal communications and product/sales communication for Heartland Payment Systems

COMMUNICATIONS & MARKETING MANAGER • OKLAHOMA CAREERTECH • MAY 2019 – FEBRUARY 2020

- Oversaw all marketing efforts for the agency, supervising three individual units with eleven total staff. These teams consisted of graphic designers, multimedia staff and general marketing & social media staff.
- Collaborated with external CareerTech partners to increase promotion of programs

DIGITAL MEDIA STRATEGIST • OKLAHOMA HEALTH CARE AUTHORITY • MARCH 2013 – MAY 2019

- Started as a public information specialist, moved to strategist in September 2018
- Implemented work request system for webmaster; regularly updated agency websites and intranet
- Created and maintained digital strategy for the agency
- Collaborated with internal and external partners to generate digital content
- Served key roles in health promotion / tobacco cessation campaigns, guiding Oklahomans to take steps to quit smoking using social media and landing pages

READER • OKLAHOMA PRESS ASSOCIATION • MARCH 2011- MARCH 2013

- Searched for and electronically retrieved newspaper clippings for clients



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COPY EDITOR • TATE PUBLISHING • FEBRUARY 2010 – MARCH 2011

- Performed an initial copy edit of incoming manuscripts and projects

REFERENCES

- Daryn Kirkpatrick, Strategic Communications, OHCA, 405.314.1790
- Ed Long, Vice President, MetaFunds, 405.922.7580
- Nico Gomez, CEO, The Children's Center Rehabilitation Hospital, 405.789.6711

EDUCATION

MASTER OF ARTS IN THEOLOGICAL STUDIES • MAY 10, 2014 • SOUTHWESTERN CHRISTIAN UNIVERSITY (BETHANY, OK)

Coursework: Bibliology, Hermeneutics, Conflict Management Skills, Old Testament History & Theology, Research Methods, Theological Foundations for Ministry, New Testament History & Theology, History of the Church, Pentecostal Charismatic History & Theology, Church History II, World Religions, Systematic Theology II

BACHELOR OF ARTS IN JOURNALISM • DECEMBER 11, 2009 • UNIVERSITY OF CENTRAL OKLAHOMA (EDMOND, OK)

Coursework: News Reporting, Introduction to Advertising, Principles of Public Relations, History of Journalism, Media Writing, Broadcast News, News Editing, Feature Writing, Journalism Ethics

VOLUNTEER EXPERIENCE OR LEADERSHIP

- Staff Reporter & Co-Editor-in-Chief of The Vista, University of Central Oklahoma, 2007-2009; Managed a staff of 15-20 in publishing two issues a week
- Board Member & Missions Director (2020), International Pentecostal Assembly (Yukon, OK)



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