

Tim Nelson

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Senior Copywriter and Content Strategist with 12+ years' experience writing clear, actionable, and entertaining content for industry-leading tech and consumer brands including Apple, Shopify, Future, HP, and Walmart. Adept at both creating and teaching brand voices and messaging strategies that distill highly technical and esoteric language into direct, engaging writing. Experience writing to distinct, segmented audiences simultaneously at every stage of a B2C or B2B campaign. Demonstrated fluency with digital ads, social copy, video scripts, landing pages, email marketing, and more.

WORK EXPERIENCE

Freelance Copywriter (2017 – Present)

SHOPIFY

Ottawa, Canada

Freelance senior copywriter

March 2024 – June 2024

- Wrote and edited text introducing 177 B2B and B2C product updates for Shopify Editions, transforming technical details into actionable information for an audience of small businesses, enterprise teams, and developers.
- Drafted email, social, and search ad copy for a multi-phase, funneled campaign segmented into five audiences.
- Collaborated with over 10 siloed product teams to ensure accurate, unified messaging across the breadth of a high-visibility, interactive experience overseen by VP of Product and shared with all Shopify account holders.
- Uploaded all copy elements into Shopify's proprietary CMS, and performed an extensive, final QA of all text.

FUTURE

San Francisco, CA

Freelance senior copywriter

August 2022 – May 2024

- Launched company blog, writing 39 long-form, SEO-friendly health and fitness articles drawing from subject matter expert interviews and scientific literature, leading to a 122% quarter-on-quarter increase in signup revenue.
- Wrote product descriptions, marketing emails, and signup flow UX copy to attract and onboard new users.
- Compiled blog writing best practices guide and presented live to nearly 100 employees before my offboarding.

KETTLE

New York, NY

Freelance senior copywriter

November 2020 – December 2022

Freelance Copy Lead

January 2024 – February 2024

- Shaped a new brand voice for a challenger ISP's comprehensive relaunch campaign, while leading copy execution across audio and video scripts, landing pages, emails, and display ads for three unique audiences.
- Delivered web, email, and newsletter content for Apple Podcasts for Creators, covering best practices, new feature launches, and interviews with leading podcasters.
- Directed copywriting efforts for an HP printing-as-a-service launch campaign, harmonizing brand voice across workstreams including HP's website, Amazon product pages, display ads, and social media.
- Composed weekly email newsletters covering new developments and emerging trends across digital and social media, shared with Kettle's full roster of clients and new business prospects.

Additional Freelance Copywriting and Journalism Projects

April 2017 – Present

- **HP:** Crafted decks, brochures, and call scripts to help Managed Print Services team convert IT decision makers.
- **Architectural Digest:** Wrote more than 200 stories to *AD PRO* and other verticals, including interviews, reported pieces, trend reports, policy analyses, and travel content for an audience of design professionals and enthusiasts.
- **The Strategist (New York Magazine):** Produced daily email newsletters for holiday 2023 and Valentine's Day 2024 "Gift of the Day" series, creating and articulating giftee personas to contextualize each product's KSPs.
- **My Recipes/Extra Crispy:** Sourced, pitched, and wrote daily news aggregation content for Meredith-owned food sites from 2017 through 2021, in addition to features, interviews, explainers, and experiential journalism.
- **Snapchat:** Drafted UX copy for first-party augmented reality games, enhancing engagement and usability.
- **Work & Co.:** Ghostwrote AI and conversational commerce blog series demonstrating agency thought leadership.

EDUCATION

TUFTS UNIVERSITY – Medford, MA

May 2012

B.A. in Political Science with a minor in Sociology; additional coursework in English and creative writing.

TECHNICAL SKILLS AND PROFICIENCIES

Figma, Canva, WordPress, Squarespace, Google Analytics, Scrivener, Logic Pro X, Google Suite, Microsoft Office/Microsoft 365, ChatGPT/Claude AI workflow automation and prompt engineering, Otter.ai, Slack