

Vanessa Nelson

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Results-driven marketing and communications professional, passionate about community building and program development. Proven track record in strategic marketing campaigns, compelling messaging, and thriving community development. Adaptable across diverse industries, combining analytical research skills with a creative mindset to drive impactful results.

PROFESSIONAL EXPERIENCE

The Trevor Project

April 2022 - July 2023

Marketing + Engagement Manager (TrevorSpace)

- Marketing and engagement lead for one of The Trevor Project's services, TrevorSpace: an affirming, online, and global community for LGBTQ+ young people, ages 13-24, to explore their identities, find peer support and advice, and make connections in a 24/7 moderated space.
- Developed a resource center for queer youth to access relevant content across topics of interest, sourced through ongoing member surveys and feedback polls.
- Spearheaded partnership sourcing to connect TrevorSpace to brands with similar missions and audiences, maximizing knowledge share and brand voice.
- Grew user base from 200,000 members to 500,000+ through an international digital marketing strategy designed to reach target audiences, inclusive of cultural competencies, accessible design, and inclusive messaging.

Fuel Cycle

August 2021 - April 2022

Community Manager

- Market research online community (MROC) manager for the Tech/Media vertical, driving in-community engagement, content development, retention strategies, and metrics reporting to inform brand marketing strategies.
- Facilitated all content development, audience moderation, and engagement for Fortune 500 brands and their online communities.
- Developed quantitative and qualitative studies—inclusive of focus groups and surveys—designed for brands to connect with their audiences where they are, in impactful ways.
- Created visual assets and captivating designs to align with clients' brand identity, further aligning them with the interests and needs of their audiences.

Mintz + Hoke

March 2019 - August 2021

Content + Community Manager

- Led community outreach and content development under the PR umbrella, crafting multimedia marketing and communications strategies for corporate and non-profit clients.
- Developed editorial calendars and drafted content for clients' social channels and blog platforms to reach goals across earned, owned, and paid media.
- Created sustainable partnerships between clients and their target audiences, bridging the gaps between online and in-person communities.
- Crafted multi-year marketing and communications strategies aimed to elevate clients' brand voice, reach, and audience engagement.

Internal Communications Coordinator

- Maintained a monthly content calendar to populate web, email, and in-person communications, including print and multimedia components.
 - Developed intranet web page designs, spearheading layout, content population, and strategic oversight.
 - Served as an employee DEI affinity group leader, crafting communications, sourcing external partnerships, and aiding in internal marketing efforts.
 - Led internal mass mail strategy, inclusive of copywriting, design, and cadence and delivery, resulting in increased employee engagement across in-person and virtual events.
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EDUCATION + CERTIFICATIONS

Rider University

B.A., Communications and Journalism (2016)

Auckland University of Technology (Study Abroad)

Media Studies | Auckland, New Zealand (2015)

edX

Intro to Corporate Sustainability, Social Innovation and Ethics (2021)

UPennX

Corporate Social Responsibility (CSR): A Strategic Approach (2022)

Community Speaker

The Tory Burch Foundation (2020) | [Embrace Ambition Summit](#)

IN-COMMUNITY

- **Certified Crisis Counselor** | Crisis Text Line
- **LA LGBT Center Volunteer** | Los Angeles LGBT Center
- **ESL Tutor** | Literacy Volunteers of Greater Hartford
- **Board of Directors** | Hartford Gay & Lesbian Health Collective
- **Web Design + Communications** | The Sierra Club