

Elizabeth (Liz) Kelly Nelson

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A believer in the ability of information to empower communities and individuals, a creator of fresh perceptions, experimental. I'm a content strategist who gets the business side, a nurturing manager and colleague who believes organizational change and health starts with equity, relationships and trust.
([hear what my Vox Audio team had to say about me](#))

Brand and Content Strategy | Editing | Audience Growth | Media Relations
Revenue Strategy | Organizational Change Management

NOTABLE ACCOMPLISHMENTS

- Negotiated commitments for more than \$7M in grants for Vox in 2023
- Reframed Vox's sales materials, leading to Vox's first editorial video sponsorships in more than five years
- Took Vox's flagship daily news podcast, **Today, Explained**, to public radio distribution from 0 to 125+ markets, including Los Angeles, Philadelphia, Seattle, San Francisco and Washington, DC. (It's one of the only shows produced outside the public radio ecosystem)
- In 3.5 years, scaled Vox's audio team from 10 to 40 employees; grew the audience by 200 percent, making it Vox's most successful business with 12M+ monthly downloads.
- Launched **Unexplainable**, Vox's Webby and WGA award-winning, audience-favorite show about scientific humility and everything we don't know.
- Launched and executive produced **The City**, USA TODAY's flagship investigative podcast. Named to Best of 2018 lists by the New York Times, Apple Podcasts and TuneIn, and best of 2019 by the New Yorker.
- Launched and oversaw Gannett's **Election 2016** community engagement efforts, including a sold-out, 10-city live journalism tour and the first series of stories to appear in every Gannett website and newspaper weekly in 2015.
- Launched and wrote **Celebritology**, The Washington Post's most successful early entry into the blogosphere.

EXPERIENCE

VOX (Vox Media) Washington, DC

Vice President, Network Development, Strategy & Operations Aug 2022 - Nov 2024

Led efforts to scale and diversify Vox's mission-driven journalism in partnership with editorial and business leads across Vox Media. Managed brand strategy and revenue efforts, from traditional ad sales to consumer revenue to philanthropic funding. Also lead Sales strategy and execution for NowThis.

Vice President and Editorial Director, Audio April 2019 - July 2022

Grew and managed Vox's strong podcast slate. Led strategy and execution across editorial and business to deliver on Vox's mission of empowering people with the information and insight they need to understand the world in which they live.

USA TODAY NETWORK (Gannett) McLean, Virginia

January 2016 - March 2019

Vice President, Strategic Content Development

Worked creatively, politically and strategically across a vast corporate enterprise to build consensus, develop business plans and revenue models and to launch internal start-ups, including an award-winning investigative podcast and local-to-national event series with 80-100 live journalism events annually. Found resources and championed innovation – in everything from content to business models.

▶ *Previously at Gannett, I launched national editorial initiatives, served as Managing Editor of the Palm Springs Desert Sun and worked with a team deployed to evolve newsroom cultures across the company. I Senior Director, Audience Engagement Strategy (Jan. 2015 - Jan. 2016); Managing Editor, The Desert Sun (Aug. 2012 - Jan. 2015)*

Zap2it.com (Tribune Company) Los Angeles , California March 2011 - August 2012

Associate Editor

Launched and managed Pop2it.com, a celebrity and pop news blog, with 8 million monthly uniques. Led content strategy, including new initiatives and SEO efforts. Broke news, covered prestige TV and became desensitized to Kardashian-related “news.”

The Washington Post Washington , District of Columbia January 2006 - February 2011

Celebritology Columnist/Blogger

Launched, wrote and produced award-winning daily celebrity and pop culture blog/brand that grew to be washingtonpost.com’s most-read online offering. Co-authored weekly column for print Style section. Grew social audience and hosted weekly online chats attracting thousands. Hosted live brand-building events, appeared on TV, radio.

▶ *Previously, at washingtonpost.com, I managed a staff producing 60+ hours of original daily “chat” programming each week as Executive Producer, Live Online from 2001 - 2006.*

America Online Dulles , Virginia April 1995 - June 2000

Assistant Managing Editor, AOL News

Oversaw the daily ops of one of *the* first digital newsrooms - AOL News: “All of the news, none of the ink.” Really.

EDUCATION

Columbia University Graduate School of Journalism New York, NY 2024

Sulzberger Executive Leadership Program fellow

Virginia Polytechnic Institute and State University Blacksburg, Virginia June 1994

Bachelor of Arts, English,

Minors in Communications and Medieval History