



Christine Nelson

Christine thought she would be a hard-nosed career journalist, but realized after a few years as a business reporter that she preferred making companies look good. With a Bachelor of Science in Mass Communications and 16 years of professional writing experience on the media and marketing side, Christine offers:

Reporter Rapport. As one of the few PR specialists who is also a journalist, Christine knows what reporters like and resent from their sources and she can help you design media savvy public relations that get you in print, online and on the air. Her connections to Twin Cities and trade media as well as her writing talent help you create internal experts, get press and build your brand. Then she'll help you repurpose content for social media and SEO.



Creative Copy. Differentiate your product or service from the competition with engaging communications. Christine has a way with words where it counts. From web content to award winning niche marketing, she'll give you a leg up in creativity.

Job Juggling. She's an eldest child, driven to excel and multi-task. Christine has the skills to take on multiple projects and manage priorities to deliver on deadline.

Vested Interests. When Christine works with you, she wants you to succeed as much as you do. Following the win-win logic of Stephen Covey (or Vidal Sassoon), if you do well, hey, she looks good, too.

Expect the quick-study mind of a business reporter with daily deadlines and the experience of writing copy for hundreds of professional service issues.

