

Lewis Nelson

PO Box 6368 · Charlottesville, VA 22906 · 434-989-2586 · lewisnelson@gmail.com

- Darden MBA, military combat veteran, former federal intelligence officer: 15+ years of experience
- Project manager of operational and analytical teams of up to 30 people
- Over 100 strategic analysis products for senior military and executive-branch decision makers
- 20+ years of freelance web design, social media strategy, and digital marketing consulting
- REALTOR® licensed in Virginia, handled marketing and business operations for real estate team of six

EDUCATION

UNIVERSITY OF VIRGINIA DARDEN SCHOOL OF BUSINESS *Masters of Business Administration* • May 2017

- Chief Communication Officer of Darden Executive Investment Fund responsible for developing and executing the marketing communications and campaign strategy for the fund
- Awarded the C. Stewart Sheppard Distinguished Service Award
- Elected a class agent, serving as a key fundraising volunteer for the class and working with the Darden Annual Fund to solicit classmates for financial contributions to the fund
- Founder of the Veteran Exec Students at Darden club and elected VP in Darden Military Association

AUGSBURG COLLEGE *Bachelor of Arts - History, 3.8 GPA* • December 2000

- Member of NCAA Division III football and track & field teams; 3x MIAC All-Academic Team

DEFENSE LANGUAGE INSTITUTE *Associate of Arts - Korean, 4.0 GPA* • June 2003

- Commandant's Award as top graduate of the 18-month training cycle among 300 students

PROFESSIONAL EXPERIENCE

NELSON TEAM OF LONG & FOSTER REAL ESTATE (PART TIME) *Real Estate Agent* • 2016 –2017

Co-founder of a family-owned, six agent real estate team serving residential and commercial clients in Northern VA and Charlottesville, VA. As a partner, I was responsible for the team's budget, accounting, marketing, and technology systems and personally listed or sold \$1.4 million in property.

- Certified Military Relocation Professional (MRP) and ePro® by the National Association of REALTORS® and licensed real estate salesperson in the state of Virginia.
- Created the Nelson Team business strategy and implemented inbound/outbound communication plan for converting cold leads to clients. Developed the branding, social media profiles, website, and digital marketing campaigns for various customer segments providing lead generation metrics and analytics to drive future marketing efforts.
- Organized past and current clients into a customer relationship management (CRM) system and newsletter service and developed a systemic re-contact plan for "sphere of influence" marketing.

DEFENSE INTELLIGENCE AGENCY (DIA) *Intelligence Officer; Civilian GS-13* • 2011 –2016

Conducted advanced analytics of structured and unstructured data to author strategic assessments and served as a project manager (over 2,000 hours) of multi-national analytical teams up to 30 people in a matrixed team structure during three deployments to Afghanistan. Adjusted workflows and subject expertise rapidly as required during organizational changes leading to new assignments or processes.

- Recognized four times as Analyst or Analytical Team of the Quarter for authoring strategic assessments affecting U.S. foreign policy or U.S. military strategy.
- Member of system integration teams for Palantir, a multi-agency common desktop environment, and updated Department of Defense military forces (order of battle) database.
- Process improvement of workflows reducing product dissemination time from 3 weeks to 3 days.
- Program manager of a sensitive program reducing analyst access timelines from months to days.

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SAIC; NORTHROP GRUMMAN; CAMBER CORPORATION Intelligence Analysis Contractor • 2008 –2011

Conducted strategic intelligence analysis and reporting for multiple Intelligence Community agencies.

- Created knowledge management portals using Microsoft SharePoint and developed customized distribution lists to market products to appropriate customers within the Intelligence Community, increasing the relevance of published products and requests for future analytical support.
- Authored strategic intelligence analysis included in over 50 official intelligence agency products and briefings to senior officials at the White House, National Security Council, and Pentagon.
- Developed solutions to integrate unstructured data into structured databases and reduced analysis time of counter-terrorism threat data by over 50%.

UNITED STATES ARMY SOLDIER; INTELLIGENCE SUPERVISOR (STAFF SERGEANT) • 2001 –2008

Team leader, project manager (over 6,000 hours), and instructor during a seven-year active duty Army career. Led teams of four to fifteen soldiers in training and combat operations and instructed over 500 soldiers in tactical signals intelligence. Two combat deployments to Iraq.

- Created procedures and led process improvement of signals intelligence operations leading to a standard operating procedure book used by deployed forces in Iraq for four years (2006-2010).
- Program manager (non-commissioned officer in charge) of 10-soldier team conducting 24-hour data collection operations and advanced analysis, providing daily intelligence products and briefings.
- Awarded the Military Intelligence Corps Association's Thomas Knowlton Award in 2007 for significant contributions and advancement of the U.S. Army's Military Intelligence Corps.

SOLE PROPRIETOR WEB DESIGN, SOCIAL MEDIA STRATEGY, AND DIGITAL MARKETING CONSULTANT • 1996 –2013

Worked with clients in the restaurant, real estate, non-profit, and education sectors to develop online marketing strategies including website design, social media profiles, and digital marketing campaigns.

- Successfully launched over 20 WordPress-powered websites through customization of premium WP themes, integrating multiple eCommerce, scheduling, and real estate IDX platforms.
- Worked with various real estate agents in multiple markets to develop social media strategy and targeted online advertisements for both horizontal and vertical target segments.
- Designed and launched the first Augsburg College Athletics Department website in 1996, followed by the History Department and Asian-American Student Club websites.

ADDITIONAL QUALIFICATIONS AND TRAINING

- Enrolled in Villanova Lean Six Sigma Black Belt Certification Course – March 2018 completion
- Enrolled in Salesforce Administrator and Business Analyst certification courses through VetForce
- Preparing to test for the Project Management Institute's PMP certification by end of year 2017
- Advanced Critical Thinking (DIA) – November 2012
- Advanced Defense Intelligence Analytical Writing and Briefing (DIA) – March 2012
- Primary Leadership Development Course (U.S. Army) – August 2004

HOBBIES AND INTERESTS

- Volunteer work with veteran organizations (Iraq and Afghanistan Veterans of America, the American Legion, and Veterans of Foreign Wars), a children's advocacy group (The Cherab Foundation), and with the Charlottesville Area Association of REALTORS® (Young Professionals Network – YPN).
- U.S. and world traveler and author of the *Wandering Veteran* travel blog.
- Published author of Life After Loyalty, a memoir of my military time and post-deployment recovery.