

Ashley Nelson

Professor of Practice, Management Communications at Tulane University

New Orleans, LA, US

Ashley Nelson is an expert in social media, executive communication and strategy and content development.

Biography

Ashley Nelson teaches management communication and social media courses for graduate and undergraduate students at Tulane University's A. B. Freeman School of Business. Nelson is an expert on the use of social media in business and nonprofits and has been featured in local and national news coverage of everything from viral Super Bowl ads to privacy and security concerns related to social media. She teaches a financial communication course in the master of finance program geared to writing and presenting financial-based materials. Additionally, she conducts a professional speaking series for department heads and area coordinators at Tulane's Medical Center. Nelson has an MBA from Tulane and a BBA in marketing from Southern Methodist University. Prior to joining the faculty at Tulane in 2000, she had a marketing consulting company.

Areas of Expertise

Social Media, Social Media Marketing, Strategic Planning, Strategy, Strategic Communications, Public Speaking, Marketing

Education

Tulane University - A.B. Freeman School of Business

M.B.A. Marketing/Marketing Management

Southern Methodist University - Cox School of Business

B.A. Marketing/Marketing Management

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