



KUSA Denver Names Blair Nelson Director, Marketing and Brand

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KUSA has named Blair Nelson director of marketing and brand, where she will collaborate with the station's leadership team on integrated marketing planning and strategy at the Tegna-owned NBC affiliate in Denver.

In her role, Nelson will foster nontraditional partnerships in the Denver market, creating multi-platform campaigns to support the station's brand and connecting the KUSA audience with its TV, digital and social content.

"Blair is an energetic leader and creative brand builder," Steve Carter, president and general manager, KUSA, said in a statement. "She's a transformational thinker who will help us position and strengthen the 9NEWS brand and influence our strategic thinking moving forward."

Nelson is an Emmy-award winning brand manager who comes from Tegna's WFAA in Dallas, Texas, where she helped lead an internal strategic brand initiative across the station. She also oversaw the creative marketing department, where she led teams that developed enriching brand experiences, launched strategic marketing campaigns and drove brand loyalty.

Prior to joining WFAA, she served in senior account management roles at several advertising agencies, leading campaigns for Chevrolet and MillerCoors.