

Nelson James

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Education

New York University

Tandon School of Engineering

Integrated Digital Media
Master of Science

Science and Technology
Bachelor of Science

Nelson's Toolbox

Creator & Community:

Creator Lifecycle Management,
Monetization Strategy,
Community Building, Content
Strategy, High-touch + Scaled
Programming

Marketing & Learning

Curriculum Strategy, Cognitive
Science, Content Strategy,
Data-Driven Marketing,
Learning Analytics, Adaptive
Pathways, Multimodal Learning,
Retrieval Practice, Social Media
Strategy

Leadership & Management:

People Leadership, Performance
Management, P&L Ownership ,
Strategic Planning, Change
Leadership, Team Coaching &
Development,
Leadership Program Design

Innovation & Strategy:

Digital Transformation, AI
integration & agents,
Technology Evaluation, Change
Management, Strategic
Roadmapping

Thought Leadership & Publications

[Featured Expert, "2026 Creator
Economy Event Predictions"](#),
emc3

[Podcast Guest, "Learning at the
Speed of Big Tech with TikTok"](#),
2025, Sponge Learning

Work Experience

Meta

AI Learning Solutions, Lead

August 2025 - Present

Built Meta's first AI learning studio from scratch, with \$4M budget and full P&L ownership, serving 200K+ learners with video content, interactive modules, personalized learning, and live programming. Managed a team of 5 and worked across Product, Legal, Engineering, Marketing, and PR to make it happen.

Developed AI production workflows that made us 7x faster while cutting costs 67% (\$2M saved). Didn't just adopt tools, built the creative and technical infrastructure for how Meta could use AI for learning at scale, then trained teams across the org to do the same.

Became Meta's senior advisor for AI learning innovation. Leadership came to me to figure out which AI capabilities to invest in, how to measure impact, and how to get teams to adopt new approaches instead of defaulting to old patterns.

Created Meta's first AI learning branding guide and trained 20+ designers on rapid prototyping workflows across Figma, Loveable, v8, Gemini Gems, and Sana, while modernizing visual identity and establishing a cohesive design language.

Led change management for AI adoption, translated what AI could do into strategies people could execute, got teams excited about experimentation, and built analytics systems to prove what was working.

TikTok Shop

Creator Marketing, Management & Learning Design Lead

May 2023 - August 2025

First hire to build TikTok Shop's creator learning and marketing infrastructure from zero. Managed and developed geographically dispersed teams and vendor partnerships with full P&L ownership of \$5M annual budget.

Solved TikTok's creator policy violation problem using AI. Built a system that analyzed creator behavior on the feed, identified who was at risk of violations, and served personalized learning interventions in real-time. Result: measurable drop in policy violations while maintaining creator growth (3x) and engagement (4x YoY).

Led integrated marketing and learning strategy for TikTok Shop US, including live workshops, video content, interactive resources, and on-demand resources. These resources were then scaled and localized across 5 countries.

Designed evidence-based interventions tailored to professional creators' monetization goals, using data-driven approach to measure program efficacy, graduates generated 2.5x higher monetization and represented 40% of active creator base, demonstrating measurable impact on economic mobility.

Became a public face of TikTok Shop for creators, leading 30+ industry events, panels, and activations that built ecosystem credibility and positioned the platform as creator-first, representing organization at global convenings and establishing relationships with key industry stakeholders.

Amazon

Senior Learning Experience Designer

September 2022 - May 2023

Designed and launched Amazon Flex creator ambassador program, building community-driven learning model where delivery drivers produced authentic content for peer learning, partnering with Marketing and Communications to develop scalable content strategy that expanded across multiple regions.

Reimagined onboarding for 300k drivers across 8 countries using early AI concepts, interactive, personalized learning that adapted based on driver performance, location, and vehicle type. Improved engagement 80% by making training feel less corporate, more human, and more relevant to each driver.

Embedded training directly into Amazon Flex mobile app experience, advocating for driver needs and influencing product roadmap to ensure community had tools needed to succeed, translating operational challenges into technical requirements for engineering teams.

Slack, a Salesforce Company

Senior Instructional Designer

August 2021 - September 2022

First to reimagine Slack's sales enablement as flow-of-work training, building learning directly into where people were already working. Created and scaled programs for 5k employees, partnering with Sales, Product, and Enablement leadership to measure impact on revenue generation and product adoption.