

Nicole Hayes Harrell



nicolehharrell@gmail.com



Lehigh Valley, Pa.

Experience

Director of Communications, ArtsQuest

[April 2021 – Present]

Head of communications for nonprofit programming reaching more than two million people annually, including Musikfest, the nation's largest free music festival and Christkindlmarkt, one of the country's top holiday markets. Act as spokeswoman and secure interviews on behalf of the organization, as well as prominent musical and visual artists, community leaders and corporate partners. Lead internal and external communications strategy and crisis communications. Manage broadcast, digital and print coverage with local, national and international journalists. Create news releases, media advisories and articles for publication.

Director, Digital Marketing, PBS39 (Lehigh Valley Public Media)

Previously Digital Marketing and Content Manager

[Oct. 2019 – April 2021]

Run all digital initiatives for the Lehigh Valley's PBS television (PBS39/WLVT) and NPR radio affiliates (WLVR). Manage the content and editorial calendars for digital platforms and social media channels. Create digital marketing campaigns, maintain the advertising budget and report analytics. Provide digital coverage for community and organizational outreach events. Lead the department's internship and volunteer program.



Public Relations/Promotions Manager, PBS39

[Aug. 2018 – Oct. 2019]

Lead all public relations and marketing initiatives including: digital advertising and billboards, email campaigns and press releases. Act as a liaison for all on-air talent, including the PBS39 Reporter Corps®. Field produce and edit promotional video campaigns. Represent the station at regional community events. Field viewer and media inquiries. Lead the team's editorial, reporting and organizational efforts. Oversee departmental intern and volunteer programs.

Marketing & Communications Manager, Visit Bucks County

[Dec. 2016 – June 2018]

Directly responsible for VisitBucksCounty.com content management system. Manage social media content calendars, create all targeted paid campaigns and post, engage and curate content for Visit Bucks County's Facebook channel. Manage the schedule, production and distribution of newsletters for all markets including B2B, consumers and partners. Represent Visit Bucks County at community and national travel, tourism and marketing conferences and events. Report traffic and engagement on the site, social media and email. Oversee the company's year-round internship program.

Digital Marketing Manager, WAVE 3 News (NBC)

[Nov. 2015 – July 2016]

Manage the station's digital voice on social media, on air, online and on our news apps. Oversee the schedule for digital and television recruit to view promotions. Maintain digital advertising budget and create all digital campaigns. Generate original content and promotions for daily news stories, programming and events. Create engaging marketing, news and sales content for Raycom Media on a corporate level. Train and act as a resource for new Digital Marketing Managers company-wide.

– Continued –

Education

Cornell University

Women in Leadership
Certificate
[Sept. 2019]

University of Kentucky

B.A. in Journalism,
Communications Minor
Magna Cum Laude
[Aug. 2011 – completed
four-year degree in three
years]

Skills

**Media/Influencer
Management** [Cision]

Social Media Marketing

[Bit.ly, Buffer, Hootsuite,
Shoutlet, SocialNewsDesk,
TweetDeck]

Web Design/SEO

[Clickability, Google
Analytics, Simpleview,
WordPress, WorldNow]

Digital Advertising

[Google Ad Search/
Display, Facebook Business
Manager]

Email Marketing

[Constant Contact,
MailChimp]

Writing

[AP style, copy editing]

Video/Photo Editing

[Adobe Creative Suite,
Avid, Edius, Final Cut Pro]

**Livestreaming/Virtual
Events**

[Facebook Live Producer,
Tulix, OVEE]



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@NickiSueNews



Nicole Hayes Harrell (continued)



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Marketing Producer, WAVE 3 News (NBC)

[April 2013 – Nov. 2015]

Engage with viewers on social media to promote newscasts, breaking news, digital content, contests, local programming and NBC programming. Create content and promotions to increase page/app views, followers/likes on social media and television viewership. Write, shoot and edit daily television promotions for evening newscasts (including topicals, preshows, ID's, headlines and special reports). Create original content for self-created WAVE 3 Chews station food blog.

Web/Social Media Producer, WHAS-TV (ABC)

[April 2012 – April 2013]

Team member of the AP award-winning WHAS11.com digital department. Write, edit and update local, national, international and sports news. Post original content to the station's social media accounts. Capture and edit photos and videos for the digital product. Stream live newscasts, news conferences and breaking news. Send breaking text and push alerts. Monitor page views, local competition and national outlets. Work on special projects, including anchoring a weekly high school sports segment.



Production Assistant (Digital/Sports), WHAS-TV (ABC)

[Dec. 2011 – April 2012]

Write, edit and update website content. Update and maintain social media platforms. Create and redesign web pages. Edit and capture photos and videos. Assist in the production of news and sports broadcasts. Shoot high school sports content. Send breaking text alerts. Run teleprompter and organize scripts.

Additional Experience

Correspondent/Producer – ESPNU

News Intern – WLEX-TV (NBC)

Anchor/Reporter/Producer – UK Student News Network

Skills (continued)

Organization

[Google Workspace, Microsoft Office, Outlook, SharePoint]

Remote Work

[Asana, Microsoft Teams, Slack, Trello, Zoom]

Volunteering

Board of Directors

Women's Business Council – Lehigh Valley Chamber

Programming Co-Chair/Marketing Committee

Women's Business Council – Lehigh Valley Chamber

Election Poll Worker

Northampton County, Pa.



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