

# Nicole Hayes Harrell



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Pittsburgh

## EXPERIENCE

### Director of PR and Marketing, *The Salvation Army Western Pa.*

[April 2022 – Present]

Communications and marketing lead for a regional division of the global nonprofit, encompassing the Pittsburgh, Erie and Johnstown/Altoona media markets, spanning 28 counties across Western Pennsylvania. Successfully secures weekly media coverage and executes fundraising strategy across the geographic area including the world-famous Red Kettle Campaign, negotiating six figures in advertising and promotional partnerships, raising more than \$2 million annually. Leads social media strategy and manages editorial calendar to support fundraising, donor relations, corporate partnerships, volunteerism and community relations. Produces engaging content and inspiring testimonies for vital programs ranging from feeding needs, emergency disaster services, shelter for the unhoused and anti-human trafficking. Creates diverse promotional publications including feature articles and interviews, news releases, media alerts, annual reports, brochures, flyers, email campaigns, direct mail pieces, scripts and collateral for fundraisers. First point of contact and regional communications lead in crisis situations, providing the public with essential information in emergencies ranging from severe weather to critical fundraising needs. Serves as the lead regional communicator providing talking points and expert guidance for executive leadership, community advocates, influencers, and high-profile figures including politicians and professional athletes supporting The Salvation Army. Project manager for all marketing efforts in the region, including the supervision of a fulltime Creative Design Manager. Designated public information officer and trainer for The Salvation Army Eastern Territory, which spans the east coast from New England to Ohio.

### Director of Communications, *ArtsQuest*

[April 2021 – April 2022]

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.

## EDUCATION

### Cornell University

Women in Leadership  
Certificate  
[Sept. 2019]

### University of Kentucky

B.A. in Journalism,  
Communications Minor  
*Magna Cum Laude*  
[Aug. 2011 – completed 4-  
year degree in 3 years]

## SKILLS

**Media/Influencer  
Management** [Cision]

**Social Media Marketing**

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

**Web Design/SEO**

[Adobe and Google  
Analytics, Simpleview,  
WordPress]

**Digital Advertising**

[Google Ad Search/  
Display, Meta Business  
Manager]

**Email Marketing**

[Constant Contact,  
MailChimp, Salesforce]

**Writing**

[AP style, copy editing]

**Video/Photo Editing**

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

**Organization**

[Google Workspace,  
Microsoft Office, Outlook,  
SharePoint]

**Remote Work**

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



nicoleharrell.com



/nicoleharrell/



@NickiSueNews



## 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.



## 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

## LEADERSHIP

**Executive Board  
Member and Treasurer**  
PRSA Pittsburgh  
(Public Relations Society  
of America)

**Board Member and  
Sponsorship Lead**  
PRSA Pittsburgh  
(Public Relations Society  
of America)

**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.

## AWARDS

**Renaissance Award for  
Nonprofit Communications  
Campaign**  
PRSA (Public Relations  
Society of America)

**Public Media Awards for  
Special Event and In-  
Person Learning Event**  
National Educational  
Telecommunications  
Association

**Excellence in Broadcasting  
Award – Outstanding  
Television PSA/Campaign**  
Pennsylvania Association of  
Broadcasters

**Best Website Award**  
Kentucky Associated Press

