

Harley Jean Nefe

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EDUCATION:

Appalachian State University, Boone, NC

Bachelor of Science degree in Communication-Journalism and minor in English

Conferral Date: August 2020, Magna Cum Laude

- Recipient of the Carol J. Hughes Scholarship in the 2019-2020 academic year

WORK EXPERIENCE:

Journalist; *High Country Press*; Boone, NC (May 2020 – Present)

- Report and write articles for a news organization that uses a webpaper to reach online media consumers in Watauga, Avery and the surrounding counties of Northwestern North Carolina, increasing news coverage on events, businesses, and individuals for the local community that has a population of approximately 56,177 people in addition to seasonal visitors
- Interview, transcribe, research, write and publish print stories in the monthly *High Country Magazine* while also compiling requested information for other publications like the *High Country Press Visitor Guide*
- Publish stories, press releases, and pictures on the company's WordPress website along with promoting content on its Facebook page daily
- Use Adobe InDesign to create graphics that effectively capture readers' attentions for local businesses that purchased advertisements

Writing Consultant; University Writing Center; Boone, NC (August 2017 – August 2020)

- Worked one-on-one with students, faculty and staff, and members of the community in-person or online through Zoom to assist with any stage of the writing process from all areas of study and interests
- Qualified to assist with all types of writing including assigned essays, academic research papers, personal or creative writing, business writing, presentations or multimodal projects, resumes, cover letters, and graduate school, grant or job applications
- Familiar with documentation styles including Chicago Manual of Style, APA, MLA, and AP
- Managed the University Writing Center's social media accounts: Twitter, Instagram, and Facebook by creating graphics using Canva and content for posts
- Filmed, edited, and produced promotional video using Adobe Premiere Pro and uploaded footage to YouTube
- Involved in new hire search committee for night coordinator in Spring 2019

Managing Editor; *The Appalachian*; Boone, NC (December 2019 – May 2020)

- Assisted leading a weekly, national award-winning student news organization that reaches online, print, and broadcast news consumers in Watauga County, increasing news coverage across a campus of 20,000 students and the local community
- Collaborated daily with 16 Editorial Board members to help lead a staff of 60 to 80 writers, copy editors, reporters, photographers, videographers and graphic designers
- Packaged stories, planned and designed layout, reviewed drafts, suggested improvements, while writing news and arts and culture stories that appear both online and in print

Chief Copy Editor; *The Appalachian*; Boone, NC (May 2019 – December 2019)

- Supervised five copy editors on the Copy Desk while assigning stories to edit on deadline, after being a copy editor for three years.
- Led bi-weekly desk meetings and workshops to help improve copy editors' grammar, AP Style, editing and fact-checking skills

Communication Specialist; Walker College of Business; Boone, NC (August 2019 – January 2020)

- Worked as a reporter and writer on and off site to pitch and publish news posts alongside the director of communications and the events specialist
- Prepared stories highlighting faculty, student and alumni as well as appointments, curricular programming and changes, and accolades
- Coordinated postings on Walker College of Business social media accounts including LinkedIn, Facebook, Instagram, and Twitter

Merchandise Cast Member, Walt Disney World; Orlando, FL (January 2018 – August 2018)

- Helped guests have enjoyable vacation experiences by finding the perfect mementos by demonstrating and selling merchandise in three different indoor and outdoor locations.
- Handled cash using computerized registers, stocked and cleaned shelves, provided information to guests, approached guests and engaged them in conversations, worked independently and as part of a team, and stood for extended periods of time
- Interacted with guests and worked alongside coworkers from all over the world

COMPUTER AND SOCIAL MEDIA LITERACY:

Adobe Photoshop	Microsoft Word	Facebook	WordPress	Canva
Adobe Illustrator	Microsoft Office	Twitter	Wix	LinkedIn
Adobe InDesign	Microsoft PowerPoint	Instagram	Google Suite	Slack
Adobe Premiere Pro	Microsoft Excel	SnapChat	Zoom	GroupMe