

# Halle Nelson

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## Experience

### NATIONAL SEXUAL VIOLENCE RESOURCE CENTER (NSVRC)

Harrisburg, PA

#### Communications Specialist

June 2022-Present

Functioned as Editor for the NSVRC annual online magazine *The Resource*, edited press releases and distributed them via Cision, responded to media requests, contributed to varying materials (including blogs, publications, a podcast, and an online course), and collaborated with colleagues to launch successful Sexual Assault Awareness Month campaigns and multiple National Sexual Assault Conferences.

- **RALIANCE (Social Media Manager):** NSVRC formed a national partnership to end sexual violence in corporate environments. I served as Social Media Manager, conceived, drafted, and published over two years of weekly blogs, and provided reports to a major corporate partner.

### LEHIGH CARBON COMMUNITY COLLEGE

Schnecksville, PA

#### Writing Tutor

January 2019-May 2021, January 2022-Present

Helped students from all backgrounds and all levels of fluency become the best writers they could be. Previously functioned as the point-person for the tutoring department for the Allentown campus.

### PENCILS OF PROMISE

New York, NY

#### External Affairs Fellow

May 2021-December 2021

Drafted materials for gala sponsorship and participant outreach, conducted research for PoP Clubs, curated a press list, and carried out administrative duties via Salesforce, Classy, and Constant Contact.

### CIVIC THEATRE OF ALLENTOWN

Allentown, PA

#### Marketing and Development Intern

December 2019-January 2020

Orchestrated multi-channel marketing outreach and promotional campaigns, increasing community engagement for local theatre productions.

### THE QUAD (STUDENT NEWSPAPER)

West Chester, PA

#### News Editor

April 2017-April 2018

Single-handedly transformed the news section into one with more hard-hitting content through my own articles as well as recruiting more writers to contribute investigative current events coverage.

### ALLENTOWN ART MUSEUM

Allentown, PA

#### Public Engagement Intern

June 2017-August 2017

Drafted proposals that aided social media and event planning initiatives.

### FOX & CO. MOTION DESIGN

Wellington, NZ

#### Communications Manager

January 2017-March 2017

Shaped their communications protocol through the curation of a social media calendar, contribution to scripts and case studies, and the compilation of public relations strategies from ideation to launch.

### DORNEY PARK & WILDWATER KINGDOM

Allentown, PA

#### Public Relations Coordinator

May 2016-August 2016

Established this role in its first year through innovative social media planning and execution as well as responding to guest inquiry.

## Education

### WEST CHESTER UNIVERSITY

West Chester, PA

#### Bachelor of Arts in Communication Studies

August 2014-May 2018

Minors in Deaf Studies and English Literature. *Magna cum Laude*.

## Skills

**Technical:** WordPress, Cision, Microsoft Office, Adobe InDesign, Salesforce, Classy, Constant Contact, Prezi  
**Communicative:** American Sign Language (Basic), AP/APA/MLA Style, Interviewing, Telephone Fundraising