

AARON K. NELSON

Professional Experience

Editor

2017-2019

The Paintsville Herald, Appalachian Newspapers, Inc., Paintsville, KY

- Oversaw all office operations and staff, including direction of editorial and digital content as well as helping facilitate advertising, composing and circulation
- Produced locally and regionally impactful stories and enterprise journalism frequently syndicated by other regional media
- Maintained social media and website with an emphasis on growing audience reach, community engagement and a reputation for strong community journalism
- Assisted with sales department in working with customers on the technical aspects of our website, podcast, and targeted digital display/video advertising programs

Web Manager

2012-present

Appalachian Studies Association, Huntington, WV

- Updates and maintains dynamic and static online content, forms, databases, website hosting

Reporter

2015-2017

The Floyd County Chronicle and Times, Appalachian Newspapers, Inc., Pikeville, KY

- Generated written content and photography for award-winning publications including breaking news, investigative journalism, feature stories and editorials

Reporter

2014-2015

The Floyd County Times, Prestonsburg, KY

- Contributed breaking news, event coverage and feature stories while coordinating with regional public relations agencies to feature relevant content

Web Operations Manager and Radio Personality

2010-2014

WDOC, Inc., Prestonsburg, KY

Education

Master of Arts in Communication **2012-2017**

Morehead State University, Morehead, KY

Bachelor of Arts in Communication **2006-2011**

Morehead State University, Morehead, KY

- Majored in electronic media production; graduated *cum laude*

Technical Skills

Languages: HTML/XML, CSS, JavaScript, jQuery, PHP, SQL

Programs and Platforms: Adobe Creative Suite (Premiere Pro, Photoshop, Audition, Illustrator, InDesign and Dreamweaver); Microsoft Office; Microsoft IIS and Apache HTTP servers; WordPress and many other CMS platforms; Windows, Mac and Linux systems

Conferences and Lectures

"Real Men" and Popular Culture: Perspectives on Masculinity **2010**

Morehead State University Women's Studies Symposium, Morehead, KY

The Hills Are Alive: An Appalachian Cultural Critique **2010**

Kentucky Communication Association Conference, Prestonsburg, KY

Awards

First place, Best Breaking News Coverage **2017**

Kentucky Press Association, Associate member newspapers category

Third place, Best Breaking News Coverage **2017**

Kentucky Press Association, Multi-weekly newspapers category

Volunteer Work

Teacher **2013**

Appalachian Youth Arts Collective, Blaine, KY

- Co-taught an extracurricular arts education program on digital photography and Adobe Photoshop for at-risk, low-income middle and high school students

References

Numerous references available upon request