

Neha Harve

1925 Seabee Pl, San Jose, CA 95133

neha.harve95@gmail.com

408.528.5413

U.S. Citizen; will not require sponsorship

www.nehaharve.com |  neha-harve |  neha_harve

Organized, effective, passionate communicator looking to enter the field of Public Relations and Corporate Communications with a clear goal: inform, educate, and understand audiences by communicating through relatable, comprehensive narratives.

Education

University of San Francisco, CA

MA Professional Communication (Strategic Communication)
2019 - 2020

Carnegie Mellon University, Pittsburgh PA

MA Professional Writing (Partial - Transfer to USF)

Mount Carmel College (MCC), Bangalore, India

BA Communication Studies
2014 - 2017

Skills

Adobe Creative Suite

Content/Video Creation and Editing

Digital Marketing

Research Design

Quantitative and Qualitative Data Analytics

Professional Communications

Interpersonal/Intercultural Communication

Content Strategy

Microsoft Office

Collaboration

Teamwork

Leadership Skills

Relevant Courses

Web Design

Professional and Technical Writing

Information and Document Design

Communicating in the Global Marketplace

Digital Storytelling

Measuring Social

Organizational Communication

Multimedia Design

News Writing

Leadership, Dialogue and Change

Conflict Management

Crisis Communication

Research Methods

Communication Consultancy

Work Experience

Intern

Highwire PR, San Francisco CA

July 2020 - Jan 2021

Tech PR intern working on Akamai, Cloudera, EDO, and Boomi accounts. Was responsible for organizing the team, award/event submissions, news/social media monitoring, social media posts, creating media lists, building pitches and conducting proactive outreach or outreach on respective company announcements.

Intern

Idaho National Laboratory, Idaho Falls

June 2019 - Jan 2020

Worked with the Institutional Planning and Programs office. Created content for publications, interviewed researchers for stories, edited content and design for websites, edited multiple publications for accuracy, grammar and context. Received recognition and appreciation from senior leadership.

Research Assistant

Carnegie Mellon University, Pittsburgh August - December 2018

Worked with an author to establish social media presence, multimedia content creation and content writing and editing for her website

Intern

Text 100, Bangalore

June - August 2018

Wrote and edited press releases, profiles, media pitches
Interaction with clients like OpenSilicon, Radisson, media, in-house teams

Teaching Assistant for First-Year Writing

Carnegie Mellon University, Pittsburgh August - December 2017

Mentored and guided students who did not have English as a first language through their assignments - mainly involving academic writing

Volunteer

Parikrma Foundation, Bangalore

May - Aug 2016

Designed worksheets and study modules to improve teaching methodology and student performance. Taught English for 10th, 11th, and 12th grade students

Relevant Projects

University of San Francisco

Capstone: Television and Mental Illness in the Workplace

Course: Research Methods, Capstone

Deliverable: Research Paper, Presentation

The capstone projects range from theoretical to practical in application. Students typically work on this over the course of two semesters. I started planning out my research study in my Research Methods course, in which I decided on a topic, pathway, and sources to consider for my research. Over the course of my 4-month Capstone course, I developed an in-depth research paper on the portrayal of mental illness in a workplace setting. Specifically, I reviewed how stereotypes and representation have been studied in relation to communication within a society comprised of avid film and television show consumers, their interaction with those suffering from mental illnesses, and its influence on those suffering from mental illnesses. I then attempted to answer my research questions: 1) How are mental illnesses portrayed on TV in a workplace setting? 2) How do the characters of the television show react to the individual suffering from mental illness in the workplace?

University of San Francisco

Client Presentation and Campaign Book

Course: Communication Consultancy

Deliverable: Campaign Book, Presentation

The end goal of this course is to develop a comprehensive campaign incorporating recommendations to a real client to solve their real problems and maximize real opportunities. Our semester's efforts will be encapsulated in the final project, which contains two parts: 1) A final client leave-behind(s)/campaign book (which will include some form of a document including your research and planning, along with deliverables (e.g., newsletter, Web site, video, email) deemed appropriate for the client/assignment; and 2) a final client presentation that shares the highlights of the campaign with the client and the remainder of the class.

Idaho National Laboratory

Idaho National Laboratory Plan

Idaho National Laboratory (INL) is part of the U.S. Department of Energy's complex of National Laboratories. The lab performs work in each of the strategic goals of the DOE: energy, national security, science and environment. INL is the nation's leading center for nuclear energy research and development. At the end of each fiscal year, INL releases two versions of the laboratory's plan for the following fiscal year, while also highlighting their accomplishments during the current year. One version is an internal, extremely comprehensive plan that is sent to the DOE, and the other is a summarized version distributed among INL employees and staff. During my internship, I was tasked to work on content creation and editing, along with graphic design. This required me to quickly grasp concepts that were unfamiliar at the outset – like specific terminology, INL's assets, vision and mission, and several aspects related to their work in research. The outcome garnered me recognition and appreciation for my work from the senior leadership, specifically the Laboratory Director.

Carnegie Mellon University

Generating a New Voice: Engagement and Content Strategy for SYFY WIRE

Course: Measuring Social

Deliverable: Client Presentation and Report

Student teams in this course work with one of several project sponsors to develop a methodology and rationale for a social-based strategy, as well as a process to measure its effectiveness. The client we were assigned was NBC Universal, and the task was to work on SYFY WIRE's brand awareness and audience engagement based on information the client provided us. The team made use of personal experiences, interviews, and software tools to collect data and recommend next steps to the client. As part of the project, students are required to interact with their clients directly in a professional manner, develop hypotheses collaboratively, identify data needs, and deliver value-added analyses, measurement schemas, and experimental methodologies.