

# Andrea Nemetz, BScPT, BJ, MLIS

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## Communications Specialist

Team leader with superb organizational skills, adept at planning and time management. Expert communicator possessing exceptional writing, editing, design and research skills. Savvy web editor and driver on social media platforms. Perceptive mentor and relationship builder. Media relations insider. Experienced in event planning and coordination.

## Professional Experience

### Atlantic Canada Opportunities Agency Communications Officer

May 2017 – present

Organize events for funding announcements throughout Nova Scotia and developed all related communication products including speaking notes, media advisories and news releases. Work with clients to plan events and provide on-site logistical support. Craft quotes for client news releases. Offer communications advice on media engagement.

- Lead communications officer for \$3 million funding announcement at Acadia University
- Wrote speeches for federal cabinet Ministers Scott Brison, Catherine McKenna, Kirsty Duncan and Nova Scotia MPs. Organizational liaison for visit by Minister Navdeep Bains

### The Chronicle Herald, Halifax, NS

April 1990 – August 2017

#### Features Editor, October 2014 – August 2017

Oversaw publication of daily Arts and Life and three weekly sections including curating content and assigning stories. Coordinated and mentored freelance writers, administered budgets and invoices. Laid out and proofread pages. Researched and wrote stories. Promoted *The Chronicle Herald* coverage and Nova Scotia's arts community on social media.

- Wrote Brothers Dig Up Scary Stuff on Oak Island, a top-three story on *The Chronicle Herald's* 2015 most-read list, and a top story in 2016
- Member of 2016 Merritt jury evaluating all professional theatre in Nova Scotia

#### Reporter: Entertainment, 1999 – 2014; Sports, 1996-1999; News, 1990-1996

Wrote feature stories and reviews. Promoted the arts in Nova Scotia including building audiences for arts organizations and festivals. Reported on a range of university and high-performance amateur sports. Wrote spot news, military and human interest stories.

- Finalist for Atlantic Journalism Award in 2005 and 2008
- Nominated for Music Industry Association of Nova Scotia Media Person of the Year 2006

### Local Xpress, [localxpress.ca](http://localxpress.ca), Halifax, NS

February 2016 – August 2017

#### Web Editor, Arts Editor, Writer

Assigned, edited and wrote feature stories for online news startup (now offline). Managed freelance writers. Packaged and posted content to web and shared on social media. Selected, cropped and embedded photos and video to enrich stories. Liaised with stakeholders.

- Built Twitter and Facebook audiences of nearly 8,200 and 10,200 respectively in one year.
- Initiated book giveaway contests to run in conjunction with book stories.

## Education

**Master of Library and Information Studies**, Dalhousie University, Halifax, NS

- Admitted to Beta Phi Mu, international library and information honours society
- Winner Vormelker-Thomas Student Award from Special Libraries Association (for student showing promise in news librarianship)

**Bachelor of Journalism**, University of King's College, Halifax, NS

**Bachelor of Science, Physical Therapy**, Queen's University, Kingston, ON

## Training and Skills

### **Understanding and Applying Strategic Communications**

A Government of Canada School of Public Service course focused on practical approaches to delivering strategic communications value in the workplace including a case study.

**Webpage Design with Wordpress**, NSCAD University, Halifax, NS

Designed and built website [waywithwords.ca](http://waywithwords.ca). Instruction in HTML, CSS, JavaScript, PHP.

**Introduction to Adobe Photoshop**, NSCAD University, Halifax, NS

Created digital images for use in digital page layout, interactive media and the web including scanning, image manipulation, composition, and the use of special effects.

**Digital Page Layout with InDesign**, NSCAD University, Halifax, NS

Instruction in fundamentals of digital page layout and desktop publishing, including single and multi-page documents, graphic and typographic elements, and colour usage.

**NewsTrain Workshop**, presented by Associated Press Media Editors, Halifax, NS

Digital media training including social media, writing and visuals for mobile, improving web and mobile user experience, audience analytics, research and assessment.

Proficient in: MS Office (Word, Access, PowerPoint, Excel); Sharepoint; content management with Squarespace, custom CMS and federal government Adobe Experience Manager (AEM).

## Community Involvement

**2017 Invictus Games (Toronto), 2015 Pan Am Games (Toronto), 2010 Olympics (Vancouver)**

Media operations crew member for wheelchair basketball, archery and opening and closing ceremonies (Invictus Games), basketball (Pan Am Games) and figure skating (2010 Olympics). Assisted reporters with interviews and logistical inquiries. Managed media in mixed zone. Assisted photographers on field of play. Sourced quotes. Provided information and results.

**University of King's College Alumni Association**

Executive member 2009 to 2015. Served on awards and special events committee

**AMI (Accessible Media Inc.)**, previously Voiceprint

Volunteered for a national reading service for people with visual impairments from 2005 to end of program in August 2014.

**Habitat for Humanity Global Village**

Participated in build programs in Bali, Nepal, Philippines, Chile and Guatemala.