

# Haley Twist

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## Education

**MA in Religious Studies** | University of North Carolina at Charlotte **2016**  
**BA in Religious Studies**, Minors in Journalism and Film Studies | UNC Charlotte **2014**  
*\*Additional coursework in Mass Communications*

## Experience

**Stabilus, Inc.** **Gastonia, NC**  
*Learning Management Assistant / eLearning Specialist* **February 2015 - Present**

- Co-implemented local learning management system and created project plan for global rollout
- Expanded content library by five percent in 12 months; manages content library
- Increased Subject Matter Expert technological capabilities by leading individual training sessions
- Established local eLearning branding guidelines to streamline content design and encourage interactivity
- Writes, designs, and publishes training content and eLearning modules from scratch

**Freelance** **Charlotte, NC**  
*Writer and Graphic Designer* **May 2013 - Present**

- Supports clients in their strategic promotional and communications goals
- Writes articles, creates advertisements and infographics, designs full publications, manages social media
- Bylines include Waterkeeper Magazine, Coal Ash Chronicles, UNC Charlotte's arts and culture blog, etc.
- Creates newsletters and annual reports (UNC Charlotte, J. Murrey Atkins Library, Stabilus, etc.)
- Developed "Ripped from the Headlines" marketing campaign to increase community engagement and campus understanding of relationship between religion and global politics (UNC Charlotte)

**Social Media Intern & Blogger** **Charlotte, NC**  
*Coal Ash Chronicles* **August 2014 - August 2015**

- Blogged and headed social media for a documentary-in-the-making as the project underwent a crowdfunding campaign

## Project Highlights

**Stabilus, Inc.** **February 2015 - Present**

As the Learning Management Assistant, I co-implemented a new LMS pilot program in the Gastonia, NC center of operation. After designating a team of subject matter experts, creating extensive qualification matrices for determining training needs, independently creating design guidelines for training content, and compiling this information into a comprehensive project guide, I corresponded with global Stabilus employees in Mexico, Germany, Romania, and China to develop synchronous training content.

**Student Niner Media, Niner Times** **May 2012 - May 2013**

As the Editor-in-Chief of UNC Charlotte's student newspaper, the Niner Times, I determined and oversaw a new social media and digital strategy, resulting in 2,000 unique monthly web page visitors.

## Honors

**Faye Jacques Memorial Graduate Fellowship** **2015-2016 Academic Year**

Annually awarded to one UNC Charlotte graduate student who demonstrates the potential to make a significant contribution to society with his/her degree

## Skills

Writing and editing ▪ Content management and strategy ▪ Research ▪ Attention to detail and organization  
Journalistic integrity ▪ Social media ▪ Graphic design ▪ Project management ▪ Remote working  
Adobe Creative Suite ▪ Adobe Captivate (eLearning) ▪ Wordpress