



# ALAYNA FULLER

## Researcher and Journalist

A research and program associate at 100 Days in Appalachia, helping advance the organization's major activities in research and policy work, associated program, project and event management and coordination, and supporting integrated strategic communications across diverse research, reporting, programming, and special projects. May 2022 graduate with a Master of Science in Journalism (MSJ) and minors in marketing and strategic social media from West Virginia University. Professional experience working as a journalist, digital content strategist and researcher with a demonstrated record of experience in news reporting, photography, videography, digital video operations, AP Style, data analytics, strategy planning, creative writing, content creation, and website development.

## Contact

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📍 Morgantown, WV 26508

## Education

### Master of Science in Journalism

West Virginia University  
2017-2022

### Bachelor of Science in Journalism

West Virginia University  
2017-2021

## Skills

- Project Management
- Event Coordination
- Adobe Premiere Pro
- Adobe Photoshop
- Adobe After Effects
- Research Writing
- Copywriting
- News Writing
- Video Editing
- Photography
- Google Analytics
- Spark AR
- AP Style
- Microsoft Office
- Microsoft Excel
- SPSS
- Headliner

## Professional Experience

### Research and Program Associate

Dec. 2023– Present

100 Days in Appalachia

Responsible for advancing the organization's major activities in research and policy work, associated program, project and event management and coordination, and supporting integrated strategic communications for the organization across diverse research, reporting, programming, and special projects; Responsible for data collection and documentation for research, grant writing and grant reporting and other strategic communications to funders and key audiences

### Content Strategist

June 2022– Sept. 2022

BlaineTurner Advertising, Inc

Wrote for websites, digital ads, print, video, and electronic communications; Developed and managed social media calendars to create custom content for selected agency-client accounts; Researched, developed, and coordinated photo and video assets; Developed and executed paid and organic digital/social strategies and budgets across multiple platforms for BTA and its clients; Created and managed clients' ongoing email marketing campaigns; Managed the Company's digital media vendor to maximize campaign performance; Created detailed measurement and analytic reports while continually finding ways to improve those metrics through testing and new initiatives

### Research Assistant

Aug. 2021 - May 2022  
Oct. 2022 - Nov. 2023

West Virginia University

Research assistance on book manuscript and submission processes including search and review; compilation and organization of current research materials and assets; research for potential publishers and audiences. Wrote and curated content designed to elevate WVU's research profile and standing as an R1 institution; Developed research-oriented press releases and announcements for WVUToday, ENews and various University platforms; Managed social media accounts, photography, and multimedia

## Recent Work

- Project Heard
- Reporting on Religion Project
- Master's Thesis- Narrative Transportation in Documentary Film: How Immersion into the Documentary Film Hillbilly Affects Viewers' Attitudes