

# Harley Wolfgang

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## Education

**Slippery Rock University**, Slippery Rock, Pa

*Expected graduation date: May 2025*

Bachelor of Science (B.S.) in Communication: Digital Media Production

Overall GPA 3.5

Bachelor of Arts (B.A.) in Philanthropy and Nonprofit Management

Certificates: Slippery Rock University Diversity, Equity, and Inclusion Certificate, NOCTI Certificate in Communications.

## Work Experience

**Student Engagement and Leadership**, Slippery Rock University – *Videographer*

August 2023 – Present

- Produced high-quality video content for YouTube and promotional use, increasing the university's digital presence among prospective students and alumni.
- Communicate with students, faculty, and event planners to attend events, follow protocols, and ensure that promotional material is released at the proper times.
- Utilized YouTube analytics to identify top-performing video elements, optimizing future content and driving increased viewership and engagement.

**Office of Diversity, Equity, Inclusion, and Belonging (You Belong)**, Slippery Rock University – *Social Media Manager*

January 2024 – Present

- Raise awareness to student LGBTQIA+, race and ethnicity, disability, and other issues on and around campus.
- Capture and edit photos and videos university programming to increase social media visibility of student diversity.
- Monitor social media performance using analytic tools to assess the effectiveness of the content I was developing.

**Venture Outdoors**, Pittsburgh, PA – *Communications Assistant/Intern*

May 2024 – August 2024

- Create and implement Instagram, Facebook, and TikTok strategies that boosted the accounts engagement and reach and aligned with the organizational goals.
- Track and stay up to date on social media trends across platforms and implement them into the social media plan for multiple accounts.
- Fostered a strong online community by interacting with followers, replying to comments and messages in a way that conveys the organizations positive and transparent mindset.

**College Dress Relief**, Slippery Rock University – *Co-President*

Member April 2022 – Present

Treasurer August 2022 – May 2024

- Design and implement weekly programming that applies to sustainability, diversity, and fashion, to help create meaningful discussion among 20 or more students.
- Manage and oversee the executive board, allocate tasks, collaborate in planning and learning activities, and ensure that the organization's mission is being met for weekly meetings and bi-weekly E-Board meetings.
- Oversee collection of membership dues, track payments, issue reimbursements, and allocate funds for club programming.

**WSRU-TV**, Slippery Rock University – *President and Executive Producer*

Member August 2023 – Present

Treasurer and Floor Manager September 2023 – December 2023

Vice President and Producer December 2023 – February 2024

- Supervise all production aspects the shows, including writing, directing, editing, outreach, and organizing guests for the 3 or more shoots per week.
- Help to create an inclusive and creative environment for students, encouraging collaboration from all members.
- Serve as the primary representative of the organization, responsible for fostering positive relationships both on and off campus, with industry professionals, and with other clubs with whom we collaborated with.

## Skills

*Soft Skills:* Problem solving, adaptability, organization, collaborative, strong communicator, time management, leadership.

*Hard Skills:* Adobe Creative Suite, project management, editing, graphic design, cinematography, UX/UI Design.