

Harley Wolfgang

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Education

Slippery Rock University, Slippery Rock, Pa

Graduated: May 2025

Bachelor of Science (B.S.) in Communication: Digital Media Production and Philanthropy and Nonprofit Management

Overall GPA 3.5

Certificates: SRU Diversity and Inclusion Certificate, NOCTI Certificate in Communication, Certified Nonprofit Professional.

Work Experience

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

August 2023 – May 2025

- 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 in order 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 Campus Climate & Culture (You Belong), Slippery Rock University – *Student Worker/Social Media*

January 2024 – May 2025

- Design fliers, posters, social media graphics, and other promotional materials for programming and events.
- Create, schedule, and publish social media content, interact with the online community, as well as monitor performance to assess the platform growth.
- Plan, attend, and assist as needed with office events, engaging with campus and community members frequently.

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, aligned with the organizational goals, and fostered a strong online community.
- Track and stay up to date on social media trends across platforms and implement them into the social media plan for multiple accounts.
- Collect, maintain, and report on various forms of outgoing media, meeting notes, content calendar updates, and other forms of minor administrative tasks.

Legacy Fitness, Butler, PA – *Communications Assistant/Intern*

Jan 2025 – May 2025

- Create and implement Instagram, Facebook, and TikTok strategies that boosted the accounts reach, and help the organization maintain up to date marketing for programs.
- Design fliers, social media posts, and other promotional materials for classes on a weekly basis.

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

Member August 2023 – April 2025

- Supervise all production aspects, including writing, directing, editing, outreach, weekly newsletters, and organizing guests for the three or more shoots per week.
- Built an inclusive and creative environment for students, encouraging collaboration and learning for all members.
- Represent WSRU-TV at a variety of gatherings among campus and surrounding communities, fostering positive relationships with industry professionals, and build partnerships on and off campus.

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

Member April 2022 – May 2025

- Program development and execution related to sustainability, diversity, and fashion, to help create meaningful discussion among members and the campus community.
- Manage and oversee the executive board, allocate tasks, collaborate in planning and learning activities, ensure organization's mission is being met, issue reimbursements, and allocate funds for club programming.

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.