

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

- Led production of high-quality video content for YouTube and promotional campaigns, boosting the university's digital presence among prospective students and alumni.
- Coordinated with students, faculty, and event planners to attend events, uphold protocols, and ensure timely release of promotional materials.
- Identified well-performing video features utilizing YouTube analytics, optimized content strategy, and amplify viewer reach – resulting in a 500% subscriber increase and over 3,000 total impressions.

Office of Campus Climate & Culture (You Belong), Slippery Rock University – *Student Worker/Social Media*

January 2024 – May 2025

- Design and deliver digital assets – including fliers, posters, and social media graphic – to promote events and engage target audiences.
- Develop and execute social media strategies by creating, scheduling, and publishing content, fostering community engagement online, and analyzing performance metrics to optimize growth.
- Coordinate and participate in office events, actively engaging with campus and community members.

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

May 2024 – August 2024

- Led social media strategy across Instagram, Facebook, and TikTok – boosting post likes by 110% on Instagram in two months – and driving stronger engagement aligned with organizational goals.
- Leveraged platform trends to boost engagement and keep multi-account strategies aligned with evolving audiences' behaviors.
- Streamlined media tracking and administrative workflows to improve timely content scheduling and execution.

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

Jan 2025 – May 2025

- Developed and executed platform-specific strategies for Instagram, Facebook, and TikTok, increasing engagement by 75-150% and amplifying visibility for community fitness programs.
- Design and deliver digital assets – including fliers, posters, and social media graphic – to promote events and engage target audiences.

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

Member August 2023 – April 2025

- Led end-to-end production for three or more weekly shoots, including scripting, directing, editing, newsletter creation, and guest outreach, driving consistent content delivery and audience engagement.
- Cultivated a dynamic space for students, promoting collaboration and experience level inclusive peer learning.
- Represented WSRU-TV at campus and community events, fostering relationships with industry professionals, and building partnerships on and off campus.

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

Member April 2022 – May 2025

- Co-led development and execution of campus programs centered on sustainability, diversity, and fashion sparking meaningful discussion and community building.
- Lead a 10-person executive board, delegating tasks, aligning operations with the organization's mission, and managing reimbursements and budget allocation for programming.

Skills

Adobe Creative Suite, collaborative, problem solving, Microsoft Office Suite, adaptability, project management, editing, organization, graphic design, videography, UX/UI Design, photography, storyboarding, social media analytics, and more!