

# Shalen Harper | Content Media Specialist

Communications | Public Relations | Production

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Impact-driven creative (**500+ social media posts**), solutions-oriented communicator (**30+ articles**), optimistic digital platform manager (**200+ intranet updates**) trusted by officials to maximize individual potential while ensuring team connectivity; and fostering inclusive, interactive, and positive work environments.

## AREAS OF IMPACT, EXPERTISE, & EXECUTION

<input checked="" type="checkbox"/> AP Writing	<input checked="" type="checkbox"/> Strategic Communications	<input checked="" type="checkbox"/> Qualtrics	<input checked="" type="checkbox"/> Content Management Systems
<input checked="" type="checkbox"/> Public Affairs	<input checked="" type="checkbox"/> Corporate Communications	<input checked="" type="checkbox"/> Canva	<input checked="" type="checkbox"/> Social Media
<input checked="" type="checkbox"/> Microsoft Office	<input checked="" type="checkbox"/> Research	<input checked="" type="checkbox"/> Public Speaking	<input checked="" type="checkbox"/> Email Marketing Systems

## CAREER EXPERIENCE & MILESTONES

### GameStop

June 2024 – Present

Senior Game Advisor | Retail Keyholder

Office Management | Salesmanship | Shipping & Handling | Organization

- **Processed over \$1600+** in company revenue reviewing daily profit and depositing monetary transactions.
- **Conducts frequent inventory checks**, weekly store updates, and the opening and closing of the store.
- **Assists 10+ customers daily**, meeting all needs, and resolving customer concerns and phone inquiries.
- **Coordinates shipping and handling** of **50+** company products weekly for inbound and outbound deliveries.

### InvisiyblePlayings

January 2024 - Present

Content Creator

Social Media Management | Video & Audio Editor | Brand Development | On-Air Personality

- **Combines compelling copy** and dynamic video content to write **200+** captivating social media posts.
- **Records, edits, and produces 100+ featured videos** across YouTube, TikTok, Instagram, and Twitch utilizing Audacity, Final Cut Pro, and Microsoft Clipchamp.
- **Develops branding for Invisiyble**, complete with catchphrases, the logo, and all designs within videos.
- **Entertainingly engages with the audience** by combining a passion for gaming, encouragement, and audio/visual effects with on-air charisma to produce weekly content.

### Focus Church

October 2023 - Present

Creative Department Lead | Production Team Member

Camera Operator | Production Scriptwriter | Department Construction | Content Creation

- **Authors impactful scripts** for productions, advertising upcoming events, and boosting audience engagement.
- **Supports department logistics and coordination** by planning times, storyboarding, helping direct, and verifying business objectives are met.
- **Proficient in roaming camera operation**, ensuring high-quality visual content for live events throughout post-production and delivery across **4** physical and virtual campuses.
- **Monitors and analyzes employee engagement** within communication channels and makes relevant recommendations on the communications approach contributing to the department's growth and effectiveness.

### Spiritual Freedom Academy

December 2022 – Present

Administrative Assistant

Administration | Copy Editor | Live Streaming | Training & Lesson Planning

- **Provides comprehensive administrative support:** hosting **30+** online meetings and software training, creating **20+** interactive PowerPoint presentations, and maintaining Director calendars and documentation.
- **Aid the Director** by copy-editing communications including educational materials, lesson plans, and emails.
- **Deepens the client-centric strategy** and executes approaches between the organization and clients.
- **Produce promotional materials** ranging from TikTok creation to commercial and audio-book production.

## Dow, Inc.

May 2021 - December 2022

Sustainability Intern | Employee Experience, Human Resources, and Inclusion & Diversity Co-Op

Strategic Communications | Project Management | Data Analysis | Script Writing

- **Shaped CEO speech transitions** to **35,000+** global employees and authored executive messages.
- **Provided executive leaders guidance** on best practices for external interviews.
- **Proofread and authored** press releases, company announcements, the corporate site, and other distributed content for **100,000+** including the 2021 and 2022 corporate Environmental, Social, and Governance reports.
- **Curated monthly digests and e-newsletters** for internal audiences and **70,000+** retirees and alumni.
- **Reimagined 10+ intranet pages** with **200+** revisions, posting engaging, informative, and timely content.
- **Maintained 20+ blog channel articles and emails** which garnered **9,000+** views and **1,826+** clicks.
- **Collaborated cross-functionally** to implement internal and external events, including business conferences educating **500+** attendees on inclusive practices, and summits catering to **200+** stakeholder communities.
- **Constructed the 2023 Social Media Content Strategy** for the GLBR Dow Facebook account and recommended effective techniques to stay on track for the 2023 calendar.
- **Enhanced employee engagement** by conducting a **9-article** series that included interviewing Subject Matter Experts and collaborating with HR, Operations, Business, and other departments.
- **Measured communications campaigns** and reported **71%** audience engagement with newsletters, articles, and employee survey dashboards.

## S<sup>2</sup>A<sup>2</sup> NASA ULI Program

March 2021 – June 2022

N.C. A&T State University Research Assistant

Quantitative Literacy | Research | Information Analysis | Report Writing

- **Orchestrated research studies** to broaden students' understanding of today's global business environment.
- **Represented the organization** during a NASA-sponsored event to an audience of **300+**.
- **Spearheaded Live Presentations** educating and encouraging **700+** individuals to engage in Research.
- **Moderated Research Workshops** that increased **60+** students' participation levels by **80%**.
- **Supervised and trained research assistants** which led to highly praised final project presentations.

## The Cross Coalition (TCC)

August 2021 – May 2022

Vice President

Management | Superintendence | Investigation | Leadership

- **Advised the President** on events, documents, and partnerships alongside crafting official communications.
- **Moderated and organized events** including a business panel teaching students balance and entrepreneurship and hosting a food drive event garnering **50+** items within an hour.
- **Generated** social media content for varying events hosted by the organization.

## Heritage Stem Camps Foundation

November 2020 – April 2021

Marketing Communications Consultant

Data Analysis | Video Creation and Editing | Community Engagement | Microsoft Products

- **Strategized, developed, and broadcast 150+ hours** of content, sold **650** tickets, and edited HSCF videos.
- **Produced articles** and **200+** social media posts; managed meeting logistics and email distribution lists.
- **Updated the HSCF website frequently** with blog articles, event information, and frequently asked questions.
- **Cultivated positive relationships** between HSCF, creative partners, freelancers, and clients.

## North Carolina Department of Revenue

Tax Season Office Associate

July 2020 – July 2020

Data Management | Filing | Deadline Driven | High Level of Accuracy

- **Compiled 100+ data sets daily** into **6+** corresponding databases.
- **Researched, identified, and modified** inaccurate data for **500+** incomplete documents ensuring proper filing.
- **Upheled data entry requirements** of **40** words per minute with **98%** accuracy.

## Office of Alumni Relations, N.C. A&T State University

Public Relations Intern

February 2020 - April 2020

Copy Editing | Media Briefs | Social Media Content Creation | Data Analysis

- **Produced social media content** reaching **34,900+** alumni and generated articles for The Alumni Times.
- **Supported communication efforts** through the creation of media briefs, fact sheets, and interview questions.
- **Classified and analyzed data** from **280+** Instagram posts to inform office records and social media strategies.

## Harris Teeter, LLC

September 2017 – September 2020

Cashier

Customer Service Environment | Conflict Resolution | Employee Training | Mathematics

- **Named HT Service Hero of August 2019** by interacting with customers in a personalized and fun manner.
- **Assisted 100+ customers weekly**, meeting all needs, and resolving **1000+** customer concerns.
- **Processed over \$2000+** in company revenue processing monetary transactions.
- **Trained new employees** to operate machinery and support customers with a **60%** retention rate.

## Triple Threat Triumph

Team Manager

January 2016 – July 2019

Information Management | Location Shooting | Camera Operation | Multitasking

- **Managed 100+ clients**, processing transactions, coordinating registrations, and updating records.
- **Greeted and established rapport** with parents, coaches, and company leaders.
- **Operated A/V equipment** and filmed **10** games weekly.

## Wake Family Eye Care

Office Associate

August 2016 – June 2017

Customer Service | Phone Etiquette | Scheduling | Maintenance

- **Oversaw the front desk**, greeted patients upon arrival, and provided customer service to **50+** clients.
- **Conducted customer calls** and resolved queries with analytical reasoning and a solutions-oriented approach.
- **Processed patient information** in the company database accurately.
- **Arranged 20+ appointments** and notified patients concerning order arrivals.

## EDUCATION, HONORS, & SOCIETIES

North Carolina A&T State University | 2022 | BS – Journalism and Mass Communications (Public Relations)  
Minor – English | Summa Cum Laude | Alpha Lambda Delta | Phi Kappa Phi