



March 27, 2026

To: South Mountain Partnership
Carla T. Kungl, Ph. D.

From: Charles Herrick, Group Leader
Carmela Caracotche Picone
Candace Braddock
Matthew Hoover
Emily Boyer

Re: Proposal for Enhancing Public Outreach for South Mountain Partnership

Attached is Elevate Marketing Solutions' proposal for enhancing public outreach within the South Mountain region. This document outlines our recommendations to improve SMP's website usability and strengthen its social media presence to better engage the public.

Our proposal is based on an analysis of SMP's current communication tools, including the State of the Region materials, as well as relevant marketing research. It includes a strategic content plan, proposed deliverables, and a clear project timeline.

We appreciate your time and consideration and look forward to your feedback.

Sincerely,
Elevate Marketing Solutions

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Executive Summary

This proposal is created by Elevate Marketing, a student-led marketing group from Shippensburg University, with the goal of expanding South Mountain Partnership's (SMP) public outreach. South Mountain Partnership is a conservation group in south-central Pennsylvania who collaborates with state agencies and other conservation groups to preserve the natural landscape of the region.

Our research for this project consists of analyzing the State of the Region Report Card, relevant literature in the Marketing field, and SMP's presence both online and on social media.

After analyzing, researching and meeting with SMP's team, we developed a main goal: to expand SMP's public outreach. We, Elevate Marketing, plan to achieve this goal by improving the usability of their website and improving their social media presence. Elevate Marketing will focus on the State of the Region section of the website. This section contains a wide array of information/statistics regarding SMPs past and future work, making it imperative that their audience can access and understand the contents of this section. Elevate will also create a variety of social media posts for SMP to share. The social media posts aim to highlight key environmental days, SMP's State of the Region report, and expand knowledge to younger audiences.

1.0 Introduction

The purpose of this proposal is to secure the approval from both our client and instructor to create materials that will help them improve their public and professional presence. Our marketing firm, Elevate, will create various content for the South Mountain Partnership (SMP). Our team will create engaging promotional materials and other social media improvements to increase community involvement.

Our mission is to provide genuine, useful, and engaging content that informs, educates, and entertains our audiences. This strategy will provide the SMP with a stronger framework for public engagement and regional awareness.

The proposal is organized in four main sections; Introduction, Background, Description of Products, and Group Work and Schedule.

The scope of this project explores effective public outreach strategies that can be applied to SMP's social media pages. This project also navigates ways to improve organization of SMP's website. Changing SMP's professional deliverables is outside the scope of this project.

1.1 Intended Audience

The primary audience for this proposal is the South Mountain Partnership (SMP) team, including organizational leaders, staff, and stakeholders who are directly involved in outreach, communications, and strategic decision-making. As an expert audience, SMP possesses a strong

understanding of its mission, regional impact, and current operational challenges. Therefore, this proposal is designed to align with their existing knowledge while offering clear, actionable recommendations to enhance their public engagement efforts.

A secondary audience includes SMP's broader public-facing audience, community members, residents, and younger demographics who may have limited familiarity with SMP or environmental initiatives. This group represents a non-specialist audience that requires accessible, engaging, and visually clear content to better understand SMP's mission and the importance of regional conservation efforts.

This proposal intentionally addresses both audiences by bridging the gap between SMP's internal expertise and the public's need for clarity and engagement. By improving website usability and developing strategic social media content, Elevate aims to support SMP in communicating complex environmental information in a way that is both informative and approachable, ultimately increasing awareness, participation, and community involvement.

2.0 Background

This section of the proposal explores the background of the organization in order to better understand the material and approach we have.

2.1 Current Situation

SMP wants to increase their public outreach. They currently have Instagram, Facebook, and Youtube accounts where they post more about events, and less about information from their State of The Region report. This report is quite detailed, making it a long read for the region's residents. SMP also has a website with many sections and subsections that can be confusing to navigate. The organization of SMP's website is vital because it is the home for all their information.

2.2 Improvements

SMP can make a significant improvement when it comes to expanding their public outreach and strengthening their marketing strategies. They want to reach a wider audience and educate the public on current environmental issues. A lack of a wide audience not only means their message doesn't reach many people, but also means the audience won't be as educated on environmental topics. Our materials will be critical in reaching out to more people. Our content bank will consist of numerous documents that will help the SMP broaden their audience while also educating them.

2.3 Relevant Literature

To effectively accomplish the goals that our firm set for SMP, it was fundamental to review and discuss relevant literature to provide context for our work. We conducted research in SMP's own State of the Region Report,

newsletter, and report card as well as researching marketing and social media strategy.

2.3.1 Final Report

The Final Report serves as one of three deliverables of the SOTR. It includes a presentation of the measurements and metrics to quantitatively evaluate how the region is doing across five topics: nature, agriculture & food, history & culture, recreation, and public health. The report explores how those five measurements were identified and evaluated, along with a deep research on the different challenges.

The Final Report is distributed in seven chapters that cover how the region's resources are being affected. The chapters are Chapter 1: Introduction to South Mountain; Chapter 2: Project Overview and Process; Chapter 3: Metrics Details and Analysis; Chapter 4: Interactive Map Summary; Chapter 5: Regional Challenges; Chapter 6: Recommendations; and Chapter 7: Action Plan. Our team decided to focus specifically on Chapters 5 & 6, considering that those are the chapters that include information that can be most effectively exploited when launching our social media content.

Chapter 5 explores the several environmental and recreational challenges that the region faces. The challenges are: Sustainable Development; Water Quality & Quantity; Loss of Resources; Public Health; and Recreation. These topics offer valuable content opportunities for educational, informative, and engagement-focused social media posts.

Chapter 6 offers recommended actions to take in order to address the challenges identified in chapter 5. There are two sets of recommendations; highest priority and other recommendations. Highest-priority recommendations are detailed in the Action Plan with information on lead organizations, partners, timelines, funding, next steps, and success metrics. The other recommendations encourage agricultural, cultural/historical, natural, and outdoor recreation groups, as well as other stakeholders, to incorporate them into their strategic planning and programming. Our team found them especially relevant for guiding content creation and strategic planning, as they are an opportunity to engage the audience with ways to get involved.

2.3.2 Report Card

The South Mountain Partnership's *State of the Region Report Card* serves as a comprehensive assessment tool that evaluates environmental, social, and economic conditions across the South Mountain region. It functions as a resource for community members who are interested in understanding regional trends, challenges, and opportunities related to sustainability and healthy living.

Currently, the Report Card offers a wide range of data through clearly defined indicators, including categories such as nature, agriculture, recreation, history, and public health. Its simplified grading system makes complex information more accessible to a broad audience. However, its role as an ongoing resource could be further strengthened through integration

with other communication platforms. While the report provides a strong look at current conditions, its impact may be limited if users are not consistently directed to it or if updates are not easily accessible over time.

Additionally, aligning the Report Card more closely with other SMP resources, such as newsletters, website content, and outreach materials, could create a more cohesive information system. Integrating key findings into regularly updated platforms would allow the data to remain relevant beyond the initial publication and encourage continued engagement with the report's insights. This approach would also support greater public awareness and accessibility, particularly for users who may not actively seek out the full report.

Overall, the *State of the Region Report Card* is not only an evaluative tool but also a strategic resource that supports data-driven decision-making and community engagement. With improved integration and accessibility, it can play a stronger role in informing stakeholders and advancing sustainability efforts throughout the South Mountain region.

2.3.3 Newsletter

The South Mountain Partnership newsletter serves as a central communication tool that provides consistent updates on organizational activities, funding opportunities, events, and regional initiatives. It functions as an ongoing resource for partners, community members, and stakeholders who are interested in staying informed about SMP's work and impact.

Currently, the newsletter contains valuable and relevant information; however, its role as a resource can be further strengthened through clearer integration with the website. Much of the content shared in newsletters; such as project highlights, grant announcements, and community updates, has long-term value beyond the initial send date. By archiving and organizing newsletters within a dedicated section of the website, SMP has transformed this content into a searchable and reusable knowledge base.

Additionally, aligning newsletter content with website categories such as *News & Insights*, *Funding Opportunities*, and *Events* creates a more cohesive information ecosystem. This ensures that users who may not be subscribed to the newsletter can still access important updates, while also encouraging new visitors to subscribe for ongoing communication.

Overall, the newsletter is not only a communication tool but also a strategic resource that supports transparency, engagement, and information sharing. With improved integration and visibility, it can play a stronger role in connecting users to SMP's initiatives and opportunities.

2.3.4 Marketing and Social Media Strategy

When considering which type of content to create, Clampitt (2017) argues that content choices should be made based on five principles: Coordinate Aligned; Audience Sensitive; Channel Compatible; Category Apportioned; and Feedback Driven. Given these five principles, we found it significant to design content specially focusing on maintaining consistency between the website and Instagram, bringing appropriate and

audience-relevant information, ensuring that all content capitalized on the strengths of each platform, and aligns with our communication goals.

Research done by Thorgren, Mohammadinodooshan, and Carlsson (2024) found that concise content, characterized by shorter descriptions and minimal hashtags/mentions, consistently drives higher engagement across all content formats. These insights reflect temporal nuances in user engagement on Instagram are the most effective. When creating, it's crucial to tailor strategies that evoke immediate and sustained user interest. Considering these insights, we will include specifically content that is concise, visually engaging, and designed to capture attention quickly.

In addition, regional accounts on Instagram such as @delawareriverwaterfront can serve as comparable examples to provide context of what SMP can accomplish on Instagram. With approximately 46.2 K followers, this account shows how an environmental organization can effectively have an engaging and interesting Instagram. To do so, @delawareriverwaterfront combines visually appealing posts, educational content, promotion of community events and fun-entertaining content. When analyzing their content and engagement, we can see how the content that receives the higher amount of engagement are those that feature a more relaxed, laid-back, entertaining type of content. While virality is not the primary goal, increasing visibility is important, and incorporating similar content strategies could benefit SMP by increasing follower engagement and reaching a broader audience.

3.0 Description of Products

This section explores the materials that our group plans to create, as well as the platforms utilized to accomplish them.

3.1 Type

Elevate marketing will be creating a series of various content. This includes brochures, posters, Instagram reels, website work, and a digital content bank. We will create at least three posts per month for the remainder of the year.

3.2 Software or tools

To develop creative, engaging content we will use the following apps and software:

- Canva: creation, formatting and design of creating images and posts.
- Google Slides: creation and presentation of content.
- CapCut: creation and edition of videos.

3.3 Estimated time

The estimated **time (in hours)** you will required to create each item

3.4 Content

To support South Mountain Partnership's mission of increasing community engagement and visibility, we developed a targeted social media content plan that builds upon SMP's existing resources and initiatives. This

plan is designed to transform the organization’s current informational content into engaging, audience-centered posts that are clear, consistent, and action-driven.

The proposed content plan emphasizes consistency, clarity, and variety by incorporating different types of posts, including project spotlights, partner highlights, event promotions, and “How You Can Help” content. Each category is designed to not only inform the audience but also guide them toward meaningful engagement with SMP’s programs and opportunities.

Overall, this content plan provides a sustainable and strategic framework that SMP can use to maintain an active social media presence while reinforcing its role as a collaborative leader within the region.

3.4.1 Educational Content (Build Awareness)

The purpose of this section is to make environmental topics easy to understand for the general public. Some ideas that we propose are:

- “Did You Know?” environmental facts (forests, wildlife, water systems)
- Short explainers from the State of the Region Report (specifically Chapter 5 & 6)
- “Why It Matters” posts (breaking down environmental impact in simple terms)
- Infographics on conservation topics (water quality, land use, biodiversity)
- Myth vs. Fact posts about environmental issues

3.4.2 Community Engagement Content (Increase Interaction)

The purpose of this section is to encourage participation and conversation. Some ideas that we propose is the incorporation of the following elements.

- Polls (e.g., “What environmental issue matters most to you?”)
- Question prompts (“What does South Mountain mean to you?”)
- “Caption This” nature photos
- User-generated content campaigns (community photos of trails, landscapes)
- Comment-driven posts (“Tag someone you’d hike with”)

3.4.3 “How You Can Help” Content (Drive Action)

The purpose of this section is to turn awareness into involvement. To do so, we propose incorporating the following ideas:

- Volunteer opportunities
- Local events and clean-up days
- Simple eco-friendly tips people can implement daily
- “Start Here” posts for getting involved with SMP
- Monthly calls to action

3.4.4 Visual Storytelling Content (Humanize the Brand)

The purpose of this section is to make SMP feel relatable and impactful; this includes contemplating ideas such as:

- Before-and-after environmental impact visuals
- Short video clips of South Mountain landscapes
- “A Day in the Life” (volunteers, conservation work, events)
- Photo series highlighting different areas of the region
- Seasonal content (fall foliage, spring growth, etc.)

3.4.5 Youth-Focused Content (Expand to Younger Audiences)

The purpose of this section is to try to reach the next generation. Some strategies include ideas such as:

- Short-form videos (Reels/TikToks) with quick environmental facts
- “Environmental Tip in 10 Seconds”
- Trend-based audio with educational captions
- Bite-sized content with strong visuals and minimal text
- “Did you learn this in school?” style posts

3.4.6 Highlight & Awareness Days

The purpose of this section is to stay relevant and consistent, posting on many of the awareness or highlight days:

- National Park Week | April 18–27
- Learn About Composting Day | May 29

- National Trails Day | June 6
- Clean Water Awareness posts
- Monthly environmental observances

3.4.7 Website Integration Content

Purpose: Drive traffic to SMP's website

- "New on Our Website" posts
- Highlights from the State of the Region page
- Carousel posts breaking down website sections
- "Learn More" posts linking back to SMP resources

3.4.8 Content Series (Consistency Strategy)

The purpose of this section is to create structure and sustainability. We propose recurring weekly or monthly series like:

- "State of the Region Spotlight" (1 stat → 1 simple explanation)
- "South Mountain Snapshot" (photo + short story)
- "Take Action Tuesday" (ways to get involved)
- "Fact Friday" (quick environmental education)

3.4.9 Content Bank Deliverables

Elevate will develop a digital content bank that includes:

- Pre-written captions
- Designed Canva templates
- Video ideas/scripts
- Posting schedule suggestions

This allows SMP to:

- Post consistently
- Save time
- Maintain a cohesive voice

3.4.10 Posting Recommendations

When considering posting, some recommendations are:

- 2–3 posts per week
- Mix of:
 - 1 educational
 - 1 engagement
 - 1 action-based post

4.0 Group Work and Schedule

To achieve our mission and objectives, we developed both individual & collective responsibilities, along with a Gantt Chart and a schedule based on team members' strengths and our standards, which reflect our groupwork and timeline.

4.1 Individual Responsibilities

- **Charles:** As group leader, Charles will oversee the group's work. He will serve as an envoy between the group and Dr. Kungl. Charles will also keep track of due dates, remind the group when assignments are due, and submit all completed assignments. Charles will confirm that all completed work is "satisfactory" before it is submitted. In addition, Charles will assist other group members as needed. Like everyone else, Charles will also assist with research for the project.
- **Matthew:** Matthew's main responsibility is to analyze the SOR report for social media and flyer content. He will revise the content to ensure it is accessible to a general audience. He will also gather content from the SOR, newsletter, and website to create a "How You Can Help" page or list. He should also brainstorm how the website layout should be reimaged to make this list more accessible to the public. If time permits, he can propose other organizational suggestions for the website to improve readability.
- **Candace:** Candace's primary responsibilities include conducting a comprehensive website audit and managing our Gantt chart for the semester. For the website audit, she will evaluate the site's overall design, usability, accessibility, content clarity, navigation structure, and technical functionality. In addition, she will create and maintain the Gantt chart to ensure the project stays on schedule. By overseeing both the audit process and the project schedule, she will help ensure that our

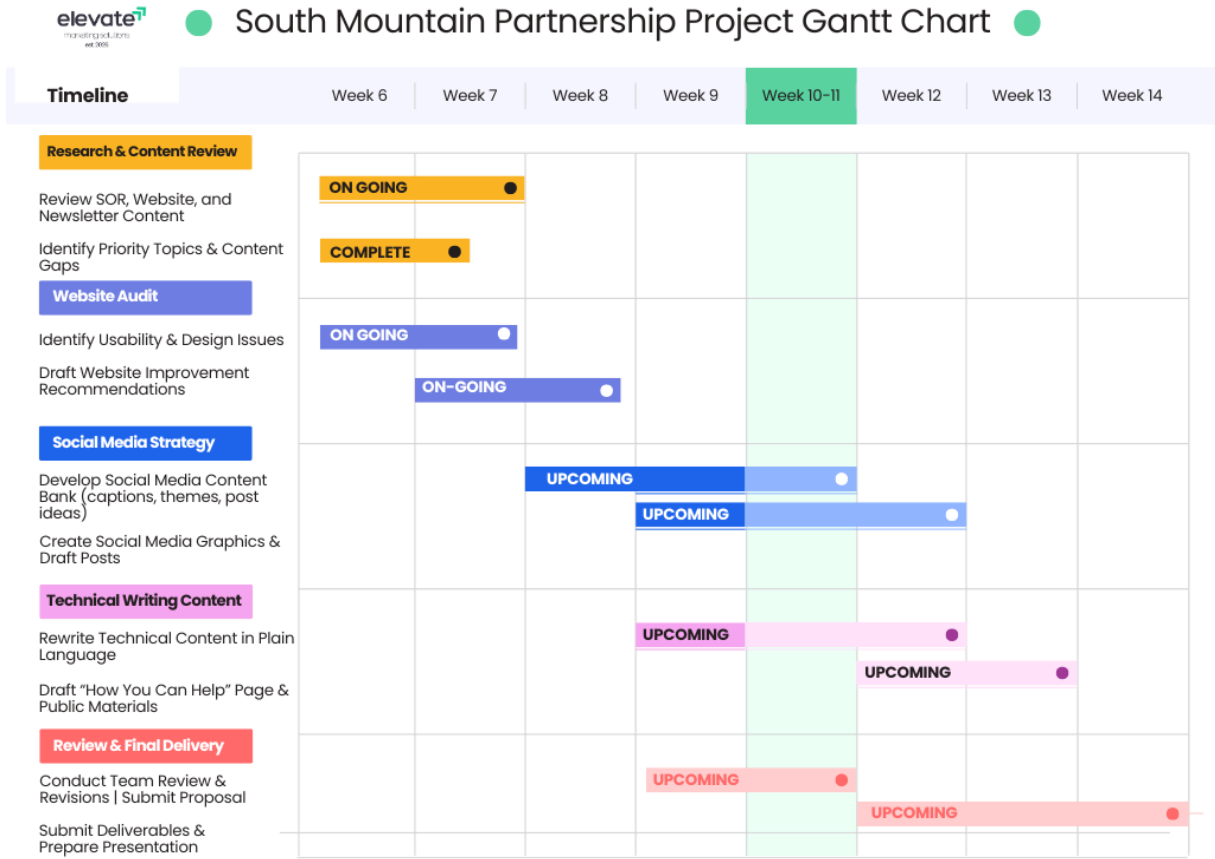
team remains organized, accountable, and aligned with our semester objectives.

- **Emily:** Emily is responsible for reviewing and editing all produced documents to ensure that our work presents a cohesive voice. She will also use her public relations experience to create content for social media.
- **Carmela:** Carmela's main responsibility is to use her writing and editing background to serve as a writer and editor for the team. She will provide creative, solid, and applied ideas that align with the team's objectives, while also offering assistance and guidance with other group members' writing. She is also responsible for organizing, structuring, and formatting documents, ensuring they align with the project's requirements.

4.2 Group Responsibilities

- To produce deliverables that meet the SMP's needs, each group member must be familiar with the State of the Region report and the SMP's other work.
- All members are expected to attend meetings punctually to ensure timely completion of deliverables.
- Each member is responsible for communicating appropriately with team members and should contribute equally to group work.

4.3 Gantt Chart



4.4 Work Schedule



WORK SCHEDULE

PHASE I

2nd Meeting with Julia + SMP	1 hour
1 st Draft of Proposal	10 hours
Weekly Meetings	15 hours
Work Plan Creation	4 hours

PHASE II

Project Check In: Carmela, Matthew, Emily, Charles, Candace	2.5 hours
Chapter 5 Audit + Revision	4 hours
Chapter 6 Audit + Revision	4 hours
2nd Draft of Proposal	2 hours

PHASE III

Creating Social Media Assests	10 hours
State of the Union Website	3 hours
Page Audit	3 hours
Executive Summary Draft 1 +2	6 hours
Minds @ Work Preparation + Presentation	3 hours
Offboarding Meeting with SMP	2 hours

The timeline and estimated hours provided are projections based on our current project plan. As the project progresses, tasks and time allocations may be adjusted to reflect new priorities, feedback, or unforeseen challenges.

5.0 Qualifications

- Charles Herrick is a six-time published poet and author. He also has a published review in The Sentinel, a local paper in Shippensburg P.A. An English major, he has taken both Technical Writing classes that are offered at Shippensburg University and has experience creating professional level documents for real companies. Having an eye for visual elements within documents, he has created and published numerous eye-catching flyers, posters, presentations, and books on campus.
- Matthew Hoover is a Senior Sustainability major at Shippensburg University. He has taken many environmental classes at Shippensburg including climate, geologic, geographic, and agricultural classes. He also worked as a trail surveyor in 2024 for The Center for Land Use and Sustainability (CLUS), a research organization connected to the University who often collaborates with SMP.
- Candace M. Braddock is an experienced social media manager and administrative professional with a strong background in digital content creation, social media campaign management, and online audience engagement. She has developed and managed social media content including graphics, videos, and written posts designed to reach target audiences, generate leads, and support brand visibility.

- Carmela is a Junior Communication Studies major with minors in Creative Writing and Journalism & Media. She has taken classes such as Social Media Strategy, Persuasion, and Public Relations that helped her develop a strong background in creative content creation and writing. Her skills include storytelling, visual communications and organization.
- Emily Boyer is a Junior English major with a minor in Communications at Shippensburg University. As an English major, she has taken several writing courses that have refined her editing skills, as well as both Technical Writing classes offered at the university. She is also in charge of the Shippensburg University Marching Band's Public Relations team.

References

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Appendixes

Appendix A: Example Social Media Posts/Posters



Appendix B: Resumes

Matthew Hoover

Mechanicsburg, PA, 717-495-6426, mh0960@ship.edu

Bachelor of Science in Sustainability, Expected Graduation: May 2026

Concentration: Environmental conservation

Minor: Geography/Earth Science

Shippensburg University, Shippensburg, PA

GPA: 3.69

FIELD EXPERIENCE

Ground Truthing, CLUS (June-August 2024)

- Hiked trails in Michaux State Forest for trail assessment
- Recorded data such as steepness, erosion, and the presence of sensitive habitats

Field Studies in Curacao, (March 2025)

- Studied geology, biogeography, agriculture, culture, and the history of the island

Traffic Counting/GIS Intern, Tri-County Regional Planning Commission (May-August 2025)

Harrisburg, PA

- Retrieved various GIS data from PA government websites to update the environmental app
- Assisted a transportation planner with setting up cameras to collect traffic data
- Traveled to various sites throughout Perry, Cumberland, and Dauphin counties for data collection
- Completed multiple 8-hour and one 24-hour traffic count

CAMPUS LEADERSHIP

Fellowship Chair, Phi Sigma Pi National Honors Fraternity, (Spring 2024)

- Created events where brothers could de-stress and connect

Parliamentarian, Phi Sigma Pi National Honors Fraternity, (Fall 2024-Present)

- Made sure meetings ran in accordance with our bylaws
- Created new bylaws to meet the needs of brothers

Secretary, Table Tennis Club, (Fall 2024-Spring 2025)

- Managed the club's social media

Secretary, Gamma Theta Upsilon (Fall 2025-Present)

- Helped plan GTU events

Extracurriculars

Active member of the listed activities, which helped me connect with my peers and learn leadership skills.

- Chess Club
- Table Tennis Club
- Green League
- Shippensburg University Campus Farm
- Intramurals (Soccer, Basketball, Dodgeball, Flag Football, Volleyball, Kickball)

Community Service

- Relay For Life (Spring 2024)
- Eagle Scout (September 2021-Present)

Carmela Caracotche Picone

Phone: 954-590-0954 | Email: carmelacaracotchepicone@gmail.com

PROFESSIONAL SUMMARY

Communication Studies student and NCAA Division II student-athlete with experience in writing, social media management, content creation, and event planning. Bilingual in Spanish and English, with strong communication, organizational, and leadership skills.

EDUCATION

Bachelor of Arts in Communication Studies

May, 2027

Minors: Creative Writing, Communication, Journalism & Media // Certificate: Professional Writing

Shippensburg University of Pennsylvania

GPA: 3.91

Honors:

- 2025 NFHCA Scholar of Distinction
- 2024 NFHCA Scholar of Distinction
- 2023 NFHCA Scholar of Distinction

Relevant Coursework:

- Social Media Strategy
- Public Relations
- Advanced Technical and Professional Communication

LANGUAGES:

- **Spanish:** Native, Bilingual
- **English:** Fluent, Bilingual

PROFESSIONAL INTERNSHIPS

Community Manager, Instituto Arzobispo José Antonio de San Alberto

May-August, 2025

Mar del Plata, Argentina

- Managed social media content and scheduling to boost engagement.
- Supported digital campaigns, communication strategies, and content creation.

Event Planner, Instituto Arzobispo José Antonio de San Alberto

May-August, 2024

Mar del Plata, Argentina

- Coordinated, planned and organized the school's annual music festival.
- Supported event logistics, branding, and promotional communications.

RELEVANT EXPERIENCE

January 2026-Present

Communication Studies Tutor, Learning Center Shippensburg University

- Plan and deliver lessons focused on communication theory, writing, and presentation skills.
- Provide one-on-one tutoring, feedback, and guidance to improve academic performance.

Front Desk Staff, REC Center Shippensburg University

January 2025-Present

- Manage administrative tasks, including membership records, payments, and customer service.
- Communicate effectively with visitors and staff.

PUBLICATIONS

August 2025-Present

The Slate, Shippensburg University Newspaper

- Cover sports events and write feature articles, honing content creation, storytelling, and editorial skills.
- Conduct interviews and research, enhancing communication, audience engagement, and organizational skills.

CAMPUS INVOLVEMENT

August 2023-Present

Student-Athlete, Shippensburg University Field Hockey

- Compete as a student-athlete at the NCAA Division II level, developing teamwork, communication, and leadership skills.
- Balance academic and athletic commitments, demonstrating discipline, organization, and time management.

VOLUNTEER EXPERIENCE

Fundraising Events Volunteer, Hospice

January 2019- 2020

Mar del Plata, Argentina

- Supported and planned three fundraising music events.
- Engaged with the community and donors to increase participation and awareness.

EMILY BOYER

Middletown, PA 17057

(717) 813-1078

emilyboyer1861@gmail.com

Detail-oriented individual with experience in communications strategy, event coordination, and professional writing. Proven ability to manage organizational operations while producing engaging promotional content.

EDUCATION

BA in English (Professional & Creative Writing), Minor in Communications
Shippensburg University, Shippensburg, PA
GPA: 3.93

Spring/2027**EXPERIENCE**

Secretary
Shippensburg University Marching Band, Shippensburg, PA

January 2025 - Present

- Lead strategic social media campaigns to promote performances and recruit new members, strengthening campus engagement and organizational visibility.
- Manage confidential personnel records for 100+ members, improving administrative efficiency and data organization.
- Plan and execute annual end-of-season banquet for 150+ attendees, coordinating logistics and vendor communication.
- Design recruitment materials (digital and print flyers, informational documents) to support member outreach.
- Represent the organization at recruitment events and directly engage with admitted and prospective students.

Treasurer
Shippensburg University Woodwind Ensembles, Shippensburg, PA

May 2024 – March 2025

- Prepared and submitted budget documentation to support funding approvals and organizational operations.
- Maintained accurate financial records, ensuring responsible management of ensemble funds.
- Presented ensemble updates at student government meetings to advocate for program funding.

Administrative Assistant Summer Intern
Arden Courts of Susquehanna, Harrisburg, PA

June 2024 – August 2024

- Coordinated promotional efforts for community fundraising initiatives, contributing to a silent art auction that raised \$1,500.
- Developed marketing materials and outreach strategies that increased event attendance and community engagement.
- Managed CRM database entries to improve outreach accuracy.

Charles Kenneth Herrick
 6596 Lincoln Way West
 Saint Thomas PA, 17252
 717-387-3323
 ch8775@ship.edu

EDUCATION

Shippensburg University

Fall 2027

Major: English

Focus: Professional and Creative Writing

Minor: Professional Writing

SKILLS AND ABILITIES

Creative Writing

- Six-time published poet in various student run publications
- One-time self-published chap book
- Created and published flyers for campus information
- Written numerous short stories for assignment and leisure

Desk Assistant

- Provided needed assistance with tasks such as answering phones and emails
- Trusted with confidential information for record keeping for the state of Pennsylvania
- Quickly adapted to new assignments as they were assigned

Microsoft Office

- Experience in Microsoft Word to compile professional documents like reports and letters
- Used Microsoft PowerPoint for making eye catching presentations and flyers
- Well-rounded experience in Microsoft Outlook for answering emails

EXPERIENCE

Co-founder, CNT Emporium

2011 - Present

- Antique dealer
- Researched most requested items for selling
- Kept up to date documentation on inventory and sale history

Desk Assistant

2021 – Present

- Scheduled and signed in students for tutoring sessions
- Answered phone calls to help students and professors with scheduling
- Other duties as assigned

Help-At-Home

2023 – Present

- Assist client with basic tasks such as taking medicine on schedule
- Keep client's house, dishes, and clothing clean
- Maintained accurate records of provided in home care