Bailey Kuhn

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EDUCATION

Slippery Rock University of Pennsylvania | Slippery Rock, PA — *Graduation: May 2026*
Major: Bachelor of Science in Communication — *Overall GPA: 3.8*
Concentrations: Digital Media Production with a multimedia emphasis & Integrated Marketing Communication
Minor: Sports Management
Slippery Rock University Travel Program:

- Traveled to Dublin, Ireland for a one-week study abroad trip. *May 2025*
- Traveled to Barcelona, Spain for a one-week study abroad trip. *May 2024*

SKILLS

Hard Skills: Graphic Design, Social Media Management, Content Creation, Videography, Photography, Editing, Camera Operation
Soft Skills: Positive Work Ethic, Quality-Focused, Consistently Reliable, Highly Organized, Approachable, Collaborative Team Member, Excellent Communication, Self Motivated, Strong Desire to Learn
Software: Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Adobe Lightroom, Canva, DaVinci Resolve, Microsoft Word, Microsoft PowerPoint, Wix, CapCut

WORK EXPERIENCE

Part-Time Marketing Assistant | *Studio 77* | Warrendale, PA — *December 2025 – May 2026*

- Create, schedule, and publish content for Instagram, TikTok, and YouTube including behind-the-scenes studio footage.
- Assist with social media planning by tracking trends and participating in content strategy meetings.
- Design digital flyers, social media graphics, and promotional material using Canva and Adobe tools.
- Maintain content calendars and support marketing campaigns, events, and client initiatives.
- Engage with followers by assisting with comments and messages to support audience growth.
- Provide administrative and creative support for studio operations, shoots, and production sessions.
- Increased Instagram following by 100+ followers and generated 4,500+ TikTok views through consistent posting.

Studio Production and Technology Intern | *Studio 77* | Warrendale, PA — *August 2025 – December 2025*

- Manage social media pages for Studio 77 by creating and scheduling content, monitoring engagement, and increasing visibility and reach.
- Operate camera equipment, including Blackmagic and Sony A6700 video cameras, to capture content for social media, website use, podcasts, and commercials.
- Assist with studio setup and production by handling the Tricaster, cameras, lighting, audio, and podcast equipment.
- Design graphics, including lower thirds, logos, brand style guides, social media templates, and posts, to maintain consistent branding and engage audiences across digital platforms.

Video Production Intern | *Pittsburgh Penguins* | Pittsburgh, PA — *May 2025 – August 2025*

- Skilled in operating Sony FS7 cameras for professional video shoots.
- Effectively manage and organize production equipment, including cameras, tripods, lighting kits, and microphones for events and interviews.
- Import and organize footage from camera to computer, properly labeling and managing files for efficient editing workflows.
- Edit video content in Adobe Premiere Pro for use across digital and social platforms.
- Recorded event footage for PensTV, including the Braddock Library, Willie O'Ree Academy Training Program, the 2025 Jewish Olympics, Science at Play Event, Gear Up and Go Event, and Penguins Development Camp.

Team Lead/Sales Associate | *Rally House* | Grove City, PA — *June 2024 – Present*

- Oversee daily store operations, including opening and closing procedures, cash handling, and maintaining store organization.
- Receive, unbox, and distribute incoming shipment throughout the store to guarantee store structure.
- Ship out customer orders in a timely fashion to provide efficient customer service.
- Transfer and receive products to and from other stores to sustain proper inventory.
- Monitor sales reports hourly to ensure that goals are being reached.

- Handle cash and credit card transactions to accurately process sales.

Sales Associate | *Under Armour* | Grove City, PA *May 2024 – Present*
- Handle merchandising through management of product displays and stock management.
- Collaborate with coworkers by working effectively as a team to fulfill our duties.
- Manage time effectively by completing multiple tasks at once.

Student Worker | *Digital Media Center* | Slippery Rock, PA *January 2023 – January 2024*
- Monitor all media equipment, including cameras, microphones, cables, lighting equipment, etc., to keep equipment organized and in top shape.
- Create inventory sheets for proper tracking of supplies.
- Develop signage for office use and student information.
- Educate students on equipment use to ensure proper handling of supplies.
- Maintain accurate records of what equipment is available, its condition, and its location.
- Manage maintenance checks to ensure that the equipment is functioning properly.

CAMPUS INVOLVEMENT

Member | SRU *Women in Business* *March 2026 – May 2026*
Media Producer | *Slippery Rock University Men's Hockey Club* *July 2025 – May 2026*
- Attend practices and games to capture video content of players, coaches, and fans.
- Produced a variety of content including mic'd-up segments, interviews, in-game footage, and goals.
- Grew TikTok account by 500+ followers, 5,000+ likes, and 120,000+ views through consistent content creation.

Member | *National Communication Association's Official Honor Society | Lambda Pi Eta* *September 2024 – May 2026*
Member | *Sport Management Alliance (SMA)* *September 2024 – May 2026*
Member | *University Program Board (UPB)* *February 2025 – May 2025*
Member | *College Dress Relief (CDR)* *September 2022 – January 2023*

VOLUNTEER EXPERIENCE

Volunteer | *University Program Board (UPB) | An Evening of Stories and Songs with Kesha* *April 2026*
Volunteer | *University Program Board (UPB)* | Usher at the *Jordan Fisher Journey* *March 2026*
Volunteer | *Pittsburgh Penguins | Media Day* *September 2025*
- Handle green screen setup and teardown for player headshots.
- Tracked player check-in and gave direction through the process.
- Worked alongside professional camera equipment freelancers.

Volunteer | *University Program Board (UPB)* | Line Leader at *An Evening with Ross Lynch* *March 2025*
Volunteer | *Lambda Pi Eta | 24-Hour Telethon Supporting UPMC Children's Hospital Foundation* *March 2025*
Contestant | *WSRUTV | Rock the Round Mothers vs Daughters* *November 2023*

PROFESSIONAL DEVELOPMENT

Worked Morgan Wallen's Still the Problem Tour as a VIP Assistant | AEG Presents | Acusire Stadium, Pennsylvania June 2026
Draft Experience Volunteer | PER | Pittsburgh NFL Draft April 2026
Attended Pittsburgh Sports Career Expo | Pittsburgh Penguins | PPG Paints Arena *March 2026*
Attended 2026 Steelers Student Summit | Acusire Stadium, Pennsylvania *March 2026*
Worked Banana Ball World Tour | Savannah Bananas | PNC Park, Pennsylvania *August 2025*
- Assisted with selling game-day merchandise as a "Nanner Scanner."
- Engaged with fans as they entered the merchandise stand.
- Supported teardown of merchandise stand and properly stored equipment and accessories.

Worked Descendants Zombies Worlds Collide Tour as a VIP Assistant | Oak View Group | PPG Paints Arena *August 2025*
- Set up merchandise stand and unboxed all VIP merchandise bags for distribution.
- Assisted in VIP check-in using an iPad ticketing system and attached wristbands to fans.
- Directed VIP fans to their seats following group photos with talent.
- Disassembled the merchandise stand and organized leftover merchandise.

Attended 2025 Steelers Communication Student Summit | Acusire Stadium, Pennsylvania *March 2025*
Badge: Sports Marketing Essentials | *Issued by Front Office Sports, Presented by Pepsi Sports* *February 2025*
Badge: Modern Ticketing Essentials | *Issued by Front Office Sports, Presented by Ticketmaster* *February 2025*
Certificate: 2025 Teamwork Online Sports Sales Workshop and Job Fair | Cleveland, Ohio *January 2025*
Inbound Marketing Certification: Content Marketing | *Issued by HubSpot* *January 2025 – November 2026*
Inbound Marketing Certification: Social Media Marketing | *Issued by HubSpot* *January 2025 – November 2026*

Inbound Marketing Certification: Social Media | *Issued by HubSpot* *January 2025 – October 2026*