

# PAUL N. KOONTZ JR.

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## EDUCATION

Slippery Rock University of Pennsylvania, *Slippery Rock, PA*  
Bachelor of Science (B.S.) in Communication | Minor in Marketing  
*Dual Concentrations: Advertising and Digital Media Production*

Expected Graduation: May 2025

GPA: 4.0

Honors College Member

## SKILLS

**Hard Skills:** Videography, Cinematography, Photography, Multimedia Creation, Video Editing, Storytelling, Script Writing, Content Strategy, Part 107 Drone Pilot, Sisu Cinema Robotic Arm Operation, Web Design

**Soft Skills:** Time Management, Leadership, Collaboration, Creativity, Conflict Resolution and Crisis Management, Problem Solving

**Software:** Davinci Resolve, Adobe Premiere Pro, Adobe Lightroom, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, Mail Chimp, Microsoft Excel, Microsoft Word, Canva, Wix

## RELEVANT WORK EXPERIENCE

### Peak Visualz, LLC | *Derry, PA & Slippery Rock, PA*

Owner, Videographer, Video Editor

September 2024 – Present

- Create and procure all preproduction materials such as scripts, shot lists, equipment and rentals as needed for company shoots
- Collaborate with other companies and freelancers in order to capture high-quality videos and photos
- Edit multiple projects and maintain deadlines and due dates in order to manage customer satisfaction
- Maintain all business records and ensure quality customer service throughout the whole creative process
- Fly drone using part 107 license and shoot using multiple camera brands such as Canon, Sony, Freefly Ember and Phantom to capture unique angles and stunning visuals

### Perspectrum, LLC | *Harmony, PA*

Video and Editing Intern, Videographer

May 2024 – Present

- Capture various b-roll shots in the highest quality possible for use in final edits
- Showcase the company by capturing behind the scenes content and editing 30-60 second videos including behind the scenes and final shots for 5 different shoots to boost the company brand image
- Operate and assist with the operation of a sisu cinema robotic arm
- Manage and maintain equipment and storage to save time when looking for equipment

### Athletic Communication Office | *Slippery Rock University | Slippery Rock, PA*

Videographer

November 2024 – Present

- Capture high-quality and unique angles of multiple sports across campus
- Develop final products within tight 1-hour deadlines to keep up with fast paced sports content posts
- Create full videos for social media to recap sporting events within the day
- Collaborate with athletes and coaches to foster mutual respect and not interrupt day-to-day operations

### Student Engagement and Leadership | *Slippery Rock University | Slippery Rock, PA*

Marketing Team Manager

July 2024 – Present

- Increased video viewership by over 500 views, followers by over 200, average likes per post by 100 and average watch time by 10% over one semester
- Guide and collaborate with a team of four members to cover and create graphics for on-campus events and special events
- Create the newsletter that goes out to 10,000 students and staff
- Manage a content calendar with an average of 25 projects per semester

### *Photographer*

January 2023 – May 2024

- Capture high-quality images of events in a fast-paced setting in order to showcase campus life at SRU at over 70 campus events including concerts and celebrity speakers
- Built the overall look of the Student Engagement and leadership social media feed by hand picking each cover image in order to create the most interactive feed for the 2,300 followers
- Maintain a digital archive via the CORE website for each event and organization across campus

### *Homecoming Assistant*

August 2022 – October 2023

- Contact and communicate with entertainment companies and agents to get quotes, negotiate contracts, and coordinate all logistics for the event with an attendance of 262 current students
- Formulate and collaborate to create ideas for entertaining activities for students to participate in
- Collaborate with coworkers to obtain resources, develop a logistical plan, and shape the event schedule for how the event should take place that day
- Managed and effectively spent an 18,000-dollar budget

## **WORK EXPERIENCE**

### **Slippery Rock Residence Life | Slippery Rock University | Slippery Rock, PA**

#### *Senior Resident Assistant*

August 2023 – Present

- Oversaw a team of four resident assistants (RAs), providing guidance and support in managing the Rock Apartments, which serve nearly 188 students
- Assisted the area coordinator in overseeing daily operations at North Hall, Rhoads Hall, and Rock Apartments, ensuring the residential community functions smoothly and efficiently
- Acted as a resource by offering support, resolving conflicts, and promoting a positive living environment
- Maintained on-duty responsibilities at different times for the entire campus, handling emergencies and assisting students across all residence halls that serve nearly 3,000 students

#### *Community Assistant/Resident Assistant*

August 2022 – May 2023

- Design learning plans to educate students on instrumental resources available on campus which helps acclimate students to college life
- Manage 37 students in the dormitory setting to ensure the safety of students and resolve issues
- Organize four social events a semester to help build relationships between the residents and create a comfortable home life environment
- Execute administrative duties such as care referrals, incident reports, and front desk tasks to ensure the safety and well-being of residents and manage crisis-like events while on weekly duty