

Harry Hedges

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Portfolio:

<https://harryhedges.iournoportfolio.com/>

EDUCATION

BA - Communications - Public Relations/Advertising | DePaul University

2027

Honors & Awards: Student Dean's List

GPA: 3.8

PROFESSIONAL EXPERIENCE

PRSSA Board member, DePaul University

December 2025 - PRESENT

- Develop and implement strategic social media campaigns as part of the organization's sponsorship program to allow for event visibility and boost audience engagement.
- Lead promotional outreach for the Blue Demon Challenge, supporting fundraising initiatives that help finance PRSSA's annual professional conference.
- Design and produce multimedia promotional content to communicate key messages and drive participation.
- Designed and organized PR-Palooza for 140 students across the Midwest. Creating an experience for professional networking and industry engagement.

CPM Dean's Student Board, DePaul University

July 2025 - PRESENT

- Collaborate with faculty and professors to develop and organize events for communication students throughout the academic quarter.
- Serve as a liaison between the Dean of the College of Communication and the student body, translating executive-level initiatives into accessible information for students.
- Present programming ideas and strategic initiatives to the student board to enhance student engagement and professional development opportunities.
- Collaborate with board members to refine student "swag" initiatives aimed at reducing university waste while increasing student engagement and sense of community.

PROJECTS

Public Relations Writing, Columbia College Chicago

September 2024 - December 2024

- Produced a comprehensive public relations writing portfolio featuring professional level communication materials.
- Wrote and edited key PR documents, including news releases, media advisories, public service announcements, and pitch letters.
- Applied public relations writing strategies to craft clear, persuasive messaging for media and public audiences.

Advertising Workshop, Columbia College Chicago

January 2024 - May 2024

- Completed a 16-week program in an agency-style team of ten students to develop working strategies, creative thinking while creating collaborative campaign skills.
- Conducted secondary research to develop a cohesive brand positioning to reach a target audience.
- Performed primary research to identify insights and audience perceptions to inform campaign direction.
- Established key performance indicators and metrics to measure campaign effectiveness and audience engagement.

SKILLS & TECH

Software: Adobe Photoshop, Adobe InDesign, Microsoft Office Suites, AI knowledge and prompt generation

Communication: Client relations, team collaboration, written communication

Project Management: Team leadership, self-directed project execution, deadline management

Social media: Content creation, platform management