

Michael Harmon

Curriculum Vitae
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EDUCATION

M.A., Digital Media Studies.

2018

Sam Houston State University, Huntsville, TX
Advisor: Robin Johnson, Ph.D.
GPA: 4.0

- Participated in a group project to develop Snapchat social media marketing proposal for social media course.
- Developed a group research project proposal applying technology acceptance model to ridesharing applications for persuasion research course.
- Conducted research on diffusion of innovation theory applied to virtual reality in music videos for mass communication theory course and thesis topic.
- Conducted research on altruism in question answering forums for mass communication research methods course.

B.A., Art, *magna cum laude*.

2015

Howard Payne University, Brownwood, TX
GPA: 3.74

RELEVANT GRADUATE COURSEWORK

Digital Media Theory and History ♦ Critical Approaches to Media ♦ Social Media ♦ Advanced Digital Writing ♦ Digital Media Ethics and Law ♦ Mass Communications Research Methods ♦ Mass Communications Theory ♦ Digital Entrepreneurship ♦ Persuasion Research

WORK EXPERIENCE

Teaching Assistant

2017

Department of Mass Communications
Sam Houston State University
Huntsville, TX

- Taught two writing for media courses that emphasized different writing styles for broadcast scripts, journalistic writing, public relations, advertising, and writing for a web series.
- Developed writing assignments such as writing a broadcast script in proper broadcast news format.
- Informed students how to write a print news story with a proper headline, lead, and organized story structure.
- Instructed students about the differences in writing for public relations and advertising through additional writing assignments.
- Gave students weekly exercises that stressed importance of proper grammar and appropriate formatting in writing for the media.
- Taught students how to distinguish between the most important details within news stories.

Graduate Assistant

2015

Department of Mass Communications
Sam Houston State University

Huntsville, TX

- Planned sports broadcasting course schedule.
- Taught students how to properly operate a camera: how to perform various shots of athletes and audiences, how to set up a camera and balance it on a tripod, and how to properly communicate through a headset during sports events.
- Instructed students on how to set up a broadcast production at athletic events: students had to set up camera reels, tape down cables, figure out proper safety routes to avoid audiences tripping over equipment.
- Informed students about proper broadcasting teamwork: students had to choose various positions from camera man to technical director, students had to synchronize camera work and graphics being sent from a broadcast van to a score board during sports events.
- Assessed students on their ability to properly follow instructions on utilizing camera and broadcasting equipment during sports events.
- Assisted with developing online courses and administering tests on broadcast production techniques including developing a budget for a fictional documentary production.

Student Worker

2014

Art Department
Howard Payne University
Brownwood, TX

- Installed art galleries.
- Set up art studios for courses.
- Created poster designs for art galleries.
- Printed and graded exams.

PROFESSIONAL REFERENCES

Robin Johnson, Ph.D.
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