

# Wesley Farnsworth

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## SUMMARY

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Air Force veteran with 15 Year Public Relations experience. I have comprehensive and practical experience regarding full-cycle internal and external communications, social strategies, and high-visibility engagements. I'm self-directed and highly motivated with a keen interest in curating strategic messages, high-quality deliverables, and supporting high-level executives' initiatives and objectives. Proven experience prioritizing multiple projects in a fast-paced, timeline-driven environment. I know how to effectively network and communicate across all organizational levels.

## EXPERIENCE

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**Public Relations Specialist**, 88th Air Base Wing, Wright-Patterson AFB, Ohio 01/2022 – Current

**Pay Grade:** GS-11 **Job Series:** 1035 **Hours Worked:** 40 hrs / wk

As a public relations specialist, I collaborate with multiple cross-functional teams to develop and deliver organizational messages to internal and external audiences to shape public opinion.

- Researched, authored, and edited news / feature print articles, multi-media pieces and other content for use in base publications, websites, and social media.
- Developed key documents including a 100-day new leadership engagement plan, an organizational communication plan, and policies and procedures. I frequently manage projects and competing deadlines to create multi-media content for distribution through internal and external outlets.
- Escort commercial media into restricted or controlled areas on the installation to facilitate newsgathering.
- Review multi-page documents to ensure suitability for public release. I also coordinate with authors for corrections and or edits.
- Coordinated production of live-streamed town hall meetings during the pandemic.
- Manage a wide variety of additional programs including: Software License Manager, processing Freedom of Information Act queries, Computer Account Manager, Emergency Management Representative, and Government Purchase Card holder, where I executed more than \$30k in equipment, utilities, and training purchases annually.

**Adjunct Professor**, Sinclair Community College Design Department, Dayton, Ohio 08/2018 – 08/2022

I teach Design Processes to 18 student-classes in in-person and a virtual classroom setting.

- Instruct students on graphic design basics, illustration, photo manipulation, page layout, and composition using Adobe Photoshop, Adobe Illustrator, and Adobe InDesign
- Grade assignments including postcards, billboards, books, posters, and web banners, and more

**Photographer / Owner**, ADMIT Photography, Dayton, Ohio 09/2011 – 01/2022

Owned and operated a portrait photography business, providing weddings, professional headshots, engagement photos, family photos, and senior photo services. Managed/created all social media channels, budgeting, bookkeeping, advertising, and marketing.

**Supervisory Public Relations Photo & Media Manager**, 88th Air Base Wing, WPAFB, Ohio 08/2014 – 01/2022

**Pay Grade:** GS-11 / NH-02 **Job Series:** 1060 **Hours Worked:** 40 hrs / wk

Supervised three photographers completing an average of 1,400 job requests annually and delivered more than 4k products in support of military personnel from a 5-state region and a base population of more than 30,000 people. I advised base executives on office capabilities to communicate their message through visual means. I also hired and trained employees.

- Researched, authored, and edited news / feature print articles, multi-media pieces and other content for use in base publications, websites, and social media.
- Annually, planned and executed documentation of the U.S. Air Force Marathon to promote the race and attract new runners.

- PA lead for the 2019 Air Force Materiel Command Annual Excellence Awards banquet. Successfully completed 55 graphics products and delivered more than 200 images within a 48-hour timeline, which was 90% faster than previous years.
- Researched and implemented an online scheduling platform for studio operations, enabling customers throughout the surrounding 5 states to use technology to make appointments at their convenience. Air Force PA leadership now recognizes the scheduling platform as a best practice.
- Developed and implemented office's image archiving program. This program ensured compliance with DoD and Air Force standards.
- Safeguarded an equipment inventory valued at more than \$130,000.
- Represented Air Force Materiel Command on the Air Force Equipment Review Panel. Provided feedback on career field needs and passed on firsthand knowledge of equipment capabilities and limitations gleaned from field-testing.
- Acted in a wide variety of additional roles including Software License Manager, and primary Government Purchase Card holder, executing more than \$30k in equipment, utilities, and training purchases annually.

**Supervisory Photojournalist**, U.S. Air Force, Scott AFB, Illinois & Langley AFB, Virginia

09/2007 – 09/2014

**Pay Grade:** SSgt / E-5 **AFSC:** 3N0X7

As part of the Air Force's enlisted Community Relations team, I authored more than 70 news and feature print articles and delivered more than 20,000 images to customers. I planned and conducted base tours for local civic leaders and JROTC units, and arranged local speaking engagements. Finally, I was as an official crime scene and forensic photographer, responsible for gathering evidentiary images at the direction of law enforcement officials.

- The non-commissioned officer in charge of the Ft Eustis Public Affairs satellite office. I created a photo guide, distributed to approx. 80 public relations liaison Soldiers, enabling the capture of quality imagery to submit for print and online publication. I also advised senior leaders, explaining the communication capabilities of my office.
- Deployed to Afghanistan in support of Operation Enduring Freedom with Provincial Reconstruction Team Paktya. I was solely responsible for capturing our unit's mission while in country.
- Served as the deployed units' social media manager; Facebook membership increased 122% and more than 80k views/interactions.
- Oversaw a radio interview between the commanding officer and a stateside radio station. This included researching the journalist, prepped the commander on expectations, and recapped the interview.
- Received a CEO-level "shout-out" at the PA Worldwide conference as "example of what every Airman should be doing."
- Competitively selected for the 52nd Presidential Inauguration documentation team. One of four photographers assigned to the capitol building on inauguration Day. The Joint Task Force - National Capitol Region commander recognized me for excellence and the JTF-NCR PA Chief credited me with "the image that will go down in history for the Inauguration."

## EDUCATION

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<b>Master of Science, Internet Marketing</b> Full Sail University, Winter Park, FL, Salutatorian	2017 - 2018
<b>Master of Fine Arts, Media Design (Branding)</b> Full Sail University, Winter Park, FL	2016 – 2017
<b>Bachelor's Degree, Small Business Administration</b> American Military University, Charles Town, WV	2009 - 2016
<b>Associate's Degree, Applied Science in Audiovisual Production Services</b> Community College of the Air Force, Maxwell-Gunter AFB, AL	2007-2012

## PROFESSIONAL DEVELOPMENT

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<b>Squadron Officer School</b> Professional military education course to develop solution-minded, bold, and courageous Airmen and	March 2020 - Current
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Guardians ready to overcome tomorrow's challenges through coursework focused on leadership, strategic design, and joint warfare.

<b>SharePoint Owners Course</b>	May 2022
Build and manage SharePoint sites.	
<b>Organizational Leadership Course</b>	April 2022
40-hour Air Force-level professional development course designed to hone a variety of leadership skills including mentoring, coaching, leading, and more.	
<b>DINFOS Visual Information Managers Course</b>	August 2020
4- week DoD course covering public law, DoD and Air Force level guidance, office management, and compliance with the DoD Visual Information Style Guide.	
<b>DINFOS 2020 Social Media Forum</b>	August 2020
A multi-day online forum covering a variety of topics including tips to be successful in Facebook, Instagram and Twitter.	
<b>DINFOS Intermediate Photojournalism Course</b>	July 2017
Basic photography, videography, and print journalism and how to combine them into a cohesive multi-media piece for online and social media use.	
<b>Tactical Leadership Course</b>	July 2015
16-hour management and tactical leadership course covered a variety of topics including diversity, professional communication, ethical behavior, team building and personal / professional development.	
<b>Airman Leadership School</b>	September 2012
Developed skills in leadership and management areas including theories, techniques, and practical application of leadership/followership; supervision; management; stress management; problem solving; concepts of human behavior; effective counseling techniques and social issues.	

## **VOLUNTEER WORK**

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<b>Faircreek Church, Fairborn, Ohio</b>	2018-2022
Implemented and led the live stream team. Oversaw the broadcasting of services weekly to an audience in five countries. I also ran the church's YouTube channel, which consistently gained new followers weekly.	
<b>The Catalyst Effect, LLC, Newport News, VA</b>	2012-2014
Served as the Public Relations rep for this startup company. Provided media training insight to the CEO. I also designed and served as website designer / admin, and authored / distributed press releases to local media.	

## **PROFESSIONAL SKILLS**

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- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Wordpress
- PC and Mac Computers
- Slack
- MS Office 365
- SharePoint Manager
- Project Management
- Research
- MS Access
- Graphic Design
- Analytical Thinking
- Social Media
- Teaching
- Public Relations
- Branding
- DoD Experience
- Web Design
- Marketing
- Communication
- Photography