

Samuel Ryan Dyson

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1430 Knollwood Drive
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Education **Louisiana State University (LSU), Baton Rouge LA** **December 2012**
Bachelor of Arts, Mass Communication Overall GPA 3.045; Major GPA 3.083
Concentration: Advertising Minor: Business
LinkedIn site: www.linkedin.com/pub/sam-dyson/50/3bb/771
Portfolio: srdyson.weebly.com/

Experience **Presenter, NSAC District Competition** **April 2012-May 2012**
Unanimously voted to represent LSU at the NSAC district competition. Presentation was 20 minutes long. Audience was approximately 200 people. Helped design and develop the presentation script and keynote.

Account Planner, NSAC District Competition **January 2012-April 2012**
Designed and conducted on-line survey, personal interviews and concept tests for LSU's NSAC district competition. Interpreted results to creative team.

Communications Intern **May 2010-August 2010**
Louisiana Business and Technology Center, Baton Rouge, LA
Created press releases, assisted with website design, edited director's blog, updated tenant profiles, organized director meeting materials. Recorded and analyzed survey data, answered phones, distributed mail. Organized files, and ran errands.

Kitchen Worker **May 2009-July 2009**
Maxwell's Market, Baton Rouge, LA
Food preparation including lunch orders, catering orders and specialty prepared foods. Fry cook, grill cook, sandwich preparation. Cleaned kitchen including grill, ovens, refrigerator, counters, equipment, pots, pans and utensils. Followed all health codes for food preparation.

Tutor **January 2009-May 2009**
Information Systems and Decision Sciences, LSU
Tutored students on Microsoft Office 2007 products: MS Word, PowerPoint, and Excel

Coursework **Mass Communication 2010 – Media Writing** **Spring 2009**
Learned AP style, wrote new stories

Mass Communication 2015 – Visual Communication **Fall 2009**
Produced flyer, postcard, FAQ and press release for an industrial event using Photoshop and InDesign. Designed a web site for a local business using Dreamweaver. Designed a front page for a newspaper using InDesign.

Mass Communication 2525 – Media Persuasion **Spring 2010**

Mass Communication 3018 – Foundation of Media Research **Fall 2010**
Learned common research techniques and how to evaluate research quality. Created a survey and a research proposal on how to conduct the survey.

Mass Communications 4034 – Media Analysis and Planning

Fall 2010

Class required a group project in which a company and its marketing plan including its target demographics were researched. The research used Nielson ratings and Choices 3 demographic data provided by the university. After collecting the research, the group had to evaluate the data and make a proposed media plan and media budget. Beneful Dry Dog Food was our group's client.

Mass Communication 4040 – Media Problems

Fall 2011

Class focused on 3 group projects with 2 different teams. Each team wrote a report or executive summary on 7 cases over a 7 week period, wrote a full report and presented twice. The final class project included a mini-campaign with a plans book and final presentation. Clients included: Google, JC Penny, Wal-Mart, American Airlines and Nissan.

Mass Communication 4045 – Campaigns

Spring 2012

Class primarily focused on the AAF NSAC case study for Nissan. Class members applied for various positions on the campaign team. Designed and conducted an on-line survey, personal interviews and concept tests and interpreted results for the creative team as an Account Planner. Unanimously voted by class members to be on the Presentation team at the district level of competition.

Computer

Proficient in Adobe Photoshop, Adobe InDesign, Dreamweaver, Microsoft Office Suite, Qualtrics

Honors

TOPS scholarship, Dean's List (Fall 2009)

Affiliations

American Advertising Federation – Baton Rouge
Phi Sigma Theta National Honor Society