

Andrew Byrne

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Texas Tech University College of Media & Communication | Lubbock, Texas

Director of Digital & Visual Media (Promoted) May 2014 - Present

Web Design Specialist 2011 - 2014

- Manage college marketing department staff and interns
- Oversee college print, video, audio, web and social media projects from initial stage to completion
- Develop and execute departmental-specific marketing campaigns
- Taught EMC 3315: Principles of Digital Media Production for three semesters
- Monitor and track production projects to ensure timely completion
- Monitor and update student organization websites
- Develop and maintain departmental, organizational and micro website databases, forms and other online resources
- Worked with marketing committee to create "We Are" marketing plan
- Work with outside vendors to meet production deadlines
- Contribute to the editorial development of projects
- Photograph, record and edit event materials as needed
- Received Staff Excellence Award, Spring 2014
- Staff Senator, 2012 - Present

Texas Tech University College of Mass Communications | Lubbock, Texas

Graduate Assistant for Web Design 2010 - 2011

- Expanded and amplified college social media presence
- Implemented new website for college graduate program
- Maintained and expanded existing college website
- Developed e-newsletters, slideshows, animations and other online media content

Production

- Developed and managed WordPress site for Journal of International Hispanic Media, 2014 | internationalhispanicmedia.org
- Launched WordPress microsite for college mobile app, 2013 | comc-mobile.org
- Planned, researched and implemented content for college mobile app, 2013 | COMC Mobile
- Developed portfolio site, 2013 | shaunawills.com
- Developed WordPress site for students, The Hub@TTU, 2012 | ttuhub.net
- Judged student projects, Interactive and Communications division, Broadcast Education Association, 2012, 2013, 2014
- Clarion Award, Online Media, Fall 2011 Tech imPRESSions | depts.ttu.edu/comc/Publications/TechImpressions-fall2011.php
- Restructured and redesigned new website for Metrocrest Medical Foundation, 2009 - Present | www.mmftx.org

Social Media

- Manage social media accounts with more than 3,600 Facebook page likes and 2,300 Twitter followers
- Launched college LinkedIn company and university pages to connect current students with Alumni, 2013 - Present
- Presented 'How to Integrate Social Media' at West Texas Teacher's Social Media Workshop, 2013
- Work with state-of-art social media command center powered by Hootsuite Enterprise

Development

CSS/CSS3, Dreamweaver, FTP/SFTP, Genesis Framework, Google Analytics, HTML/HTML5, Javascript, Mailchimp, Mailrox, Mobile App planning, MYSQL, PHP, SEO, WordPress, WordPress Multisite

Production

Adobe Suite, blogging, email marketing, e-newsletters, Final Cut, graphic design, studio lighting, Mailchimp, Mailrox/Inkbrush, Microsoft Office, motion graphics and animation, photography, typography, usability testing, videography

Social Media

Facebook, Facebook Ads, Facebook Insights, Google Analytics, Google Plus, HootSuite, Instagram, Klout, LinkedIn, Pinterest, Radian6, Skype, Twitter, Vimeo, Vine, WordPress, YouTube

Texas Tech University Graduate School | Lubbock, Texas

Master of Arts in Mass Communications 2011

Final Project: KTXT-FM Website Development | www.ktxtfm.org

Texas Tech University | Lubbock, Texas

Bachelor of Arts in Electronic Media & Communications: Visual Communication 2010

- Kappa Tau Alpha
- President's List - Fall '09, Spring '10
- Dean's List - Fall '07, Spring '08, Fall '08, Spring '09