

LANCE BORDELON



LANCEBORDELON.COM

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337.254.4939



EDUCATION

MASTER OF MASS COMMUNICATION
Strategic Public Relations & Advertising
Louisiana State University
August 2012-May 2014

B.A. IN MASS COMMUNICATION
Public Relations
Minor: Business Administration
Louisiana State University
August 2008-May 2012



SKILLS

Strategic Communication
Creative Direction
Design & Layout
Public Speaking
Event Planning & Tours

Storytelling
AP Media Writing
APA Academic Writing
Research Methods
Audio Recording/Editing

Photography/Videography
Pre/Post production
Digital Publishing
Light HTML coding
Social Media Management



EXPERIENCE

References available upon request.

LSU DEPARTMENT OF RESIDENTIAL LIFE
Communications Graduate Assistant
June 2012 - Present
Graphic design, layout, social media management, photography and post production, videography and editing, art direction, and strategic promotions/marketing campaigns. Supervise undergraduate Tour Guides and manage special events and VIP guests.

THE LOUISIANA MARATHON
Marketing & Design Assistant
January 2014 - Present
Email marketing, media relations, production assistant, web design and social media management, graphic design and event assistance.

FREELANCE PUBLIC RELATIONS & GRAPHIC DESIGN
August 2009 - Present
Freelance design for various groups and businesses in the Greater Baton Rouge area. Clients include: Theatre Baton Rouge, The Louisiana Marathon, Braud Production, KKLAR Construction, Whirlpool CONNECTS, "Bank On Baton Rouge" initiative of Mayor Kip Holden's Office of Greater Baton Rouge, LSU Speech and Debate Team, LSU Student Government Spring Elections "Together" campaign, LSU Dance Ensemble, EducateLA, Shadow Girls Academy, St. Edmund Catholic Church, Louisiana Nursing Home Association, Parkview Baptist School, Reliant Rehabilitation, AdLink Promotions, Title Group of Louisiana, Flight Op Solutions, Baton Rouge Flight Instruction, Baton Rouge Crisis Intervention Center, and MTV's Tyler and Catelynn.

BOYS & GIRLS CLUB OF GREATER BATON ROUGE
Mass Communication Intern
March 2012 - June 2012
Design for Boys & Girls Club programs and activities in the Baton Rouge and New Orleans areas. Redesigned and relaunched the Boys & Girls Club of Southeast Louisiana website and social media for both clubs. Event photography and videography.

LSU COMMUNICATIONS & UNIVERSITY RELATIONS
Design Assistant
August 2011 - May 2012
Assisted with graphic design, layout and marketing solutions for various clients within the LSU campus community.

INTERFAITH FEDERATION OF GREATER BATON ROUGE
Marketing & Public Relations Intern
May 2011 - August 2011
ExxonMobil Community Summer Jobs Program intern. Responsible for graphic design, promotional & marketing materials, office operations, and media relations. Large emphasis on planning and execution of 25th Anniversary Campaign.

LSU STUDENT GOVERNMENT
Executive Staff Graphic Designer
April 2010 - April 2011
Responsible for generating all creative marketing and graphic publications of the organization. Involved weekly meetings, creative consultations and logo design.



TOOLS

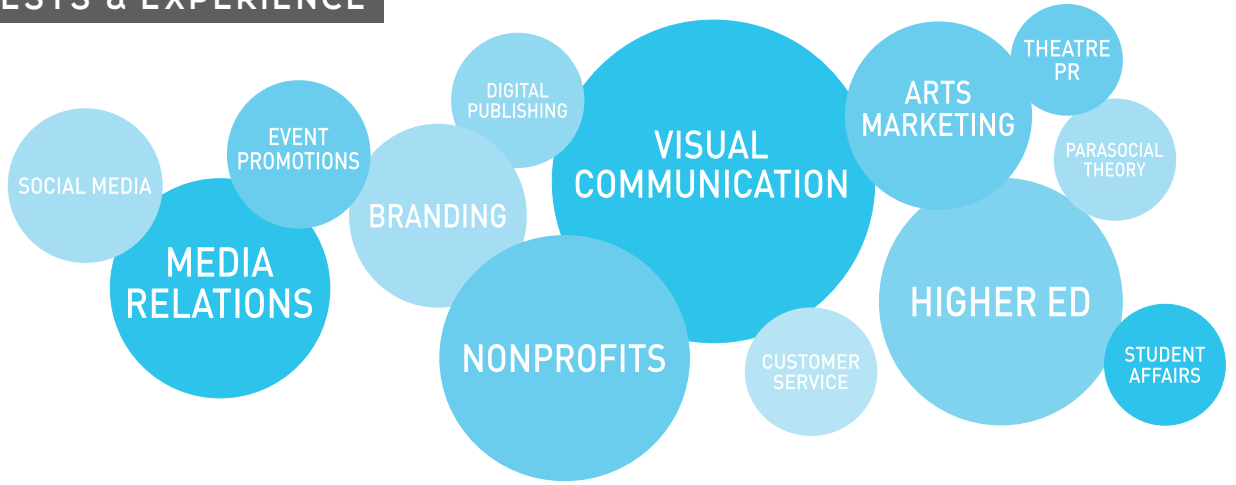
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ILLUSTRATOR CS6
PHOTOSHOP CS6
AP STYLE GUIDE
WORDPRESS
SPSS
QUALTRICS
HOOTSUITE
iMOVIE
iPHOTO
GARAGEBAND
PAGES
KEYNOTE
NUMBERS
iTUNES CONNECT
iBOOKS AUTHOR
YOUTUBE
WORD
EXCEL
PUBLISHER
POWERPOINT



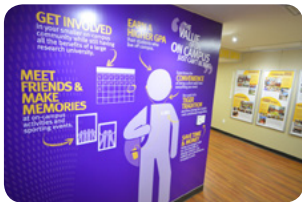
HONORS

Southeastern Association of Housing Officers Outstanding Graduate Student Nominee
LSU Student Life Outstanding Graduate Student Finalist
LSU Distinguished Communicator
LSU Dean's List
LSU National Scholar
Coca-Cola Scholar National Semifinalist
Delta Sigma Rho National Honorary Forensic Society
American Forensic Association's National Student Representative & Quarterfinalist

INTERESTS & EXPERIENCE



FEATURED WORK [View full portfolio online.](#)



LSU DEPARTMENT OF RESIDENTIAL LIFE *Interactive Tour Suite & Marketing*

Assisted in the strategic communication and crafted design work for an innovative LSU Residential Life Tour Suite. This room is an interactive space for prospective students to learn more about living on campus in an engaging way. My design work seen in Tour Suite includes: large-than-life wall wrap and infographic, interactive iBook integration, and informative gallery-style panels. Additional materials include photography, tour videography, post production, content planning and spacial design of the Tour Suite. Photography was also a component of updating marketing and communications materials for LSU Residential Life year-round. Photoshoots required creative directing, staging, lighting, composition, and storytelling skills.



THEATRE BATON ROUGE *"Les Miserables Twitter Revolution" Campaign & Thesis Research*

Master's Thesis research focused on creating a marketing campaign for Theatre Baton Rouge's summer 2013 production of "Les Miserables." The core of this research examines fan activity and audiences' perceived realism of the characters as well as their connectedness to the narratives of the stage play, when interacting with their favorite characters through the medium of Twitter. This method of promotion was both a Revolution for the non-profit theatre, as well as a new way to look at media effects research with a quasi-experimental approach. This campaign required reinterpreting the narratives of the characters through their pseudo realistic Twitter personae, managing social media and distributing nearly 400 Tweets from nine character accounts, collaborating with Theatre Baton Rouge to craft messaging targeting audiences in promoting the campaign as well as promote the follow-up survey hosted on Qualtrics, and collecting data in conjunction with running analyses in SPSS to test research questions and hypotheses.



LSU MANSHIP SCHOOL - STRATEGIC COMMUNICATION *Interactive iBook with Blog Integration & Design*

This project was part of a graduate-level, applied methods strategic communications campaign course in the LSU Manship School of Mass Communication. Our campaign team of gradute students collectively created the brand "Geaux Connect" and the interactive iBook "#SocialSwag: Free Marketing Ideas for LSU Student Organizations." My roles included: iBook design, blog creation/hosting, site design and navigation, digital publishing to iTunes Store, and creative integration of user-generated content to automatically publish to blog and sort by media type/topic.



THE SEVEN: A NEW MUSICAL *Creative Direction, Branding, Event Management & Promotions*

Directed and produced a new, original musical called "The Seven" written and created by Michael Braud (Slidell, LA). The creative team began meeting in late summer 2012 and the show was produced at Theatre Baton Rouge (Baton Rouge, LA) and Cite Des Arts (Lafayette, LA) in early 2013. I not only contributed to the project as Artistic Director/Choreographer/Producer, I also served as the Media Relations point of contact and responsible for all press and promotions. Other technical responsibilities included: Set Design, Set Construction, Lighting Design, Audio Engineering, Script/song edits, Creative Branding/Graphic Design, Social Media Promotions/Management, and Venue Booking/Contract Negotiations.



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