

LANCÉBORDÉLON

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EDUCATION

MASTER OF MASS COMMUNICATION

Strategic Communication: Public Relations & Advertising
Louisiana State University (2014)

BACHELOR OF ARTS IN MASS COMMUNICATION

Public Relations
Minor: Business Administration
Louisiana State University (2012)

APPLICATION

ADOBE CS6

INDESIGN
ILLUSTRATOR

WEB & SOCIAL

W.PRESS / WIX
HOOTSUITE
YOUTUBE
INSTAGRAM

AUTHORSHIP

ITUNES CONNECT
IBOOKS AUTHOR
AP STYLE GUIDE
APA

RESEARCH

SPSS
QUALTRICS
QUAL / QUANT
METHODS

APPLE SUITE

iMOVIE / iPHOTO
GARAGEBAND
PAGES, KEYNOTE
NUMBERS

MICROSOFT

WORD
EXCEL
PUBLISHER
POWERPOINT

ADVENTURES

LSU DEPARTMENT OF RESIDENTIAL LIFE

Communications Graduate Assistant
Graphic design, layout, social media management, photography and post production, videography and editing, art direction, and strategic promotions/marketing campaigns, as well as Undergraduate Tour Guided supervision and management of special events and VIP guests.

THE LOUISIANA MARATHON

Marketing & Design Assistant
Email marketing campaigns, media relations, production assistant, web design & mgmt, social media management, graphic design and event assistance.

LSU COMMUNICATIONS & UNIVERSITY RELATIONS

Design Assistant
Assisted with graphic design, layout and marketing solutions for various clients within the LSU campus community.

BOYS & GIRLS CLUB OF GREATER BATON ROUGE

Mass Communication Intern
Cross-media design for Boys & Girls Club programs, activities, and digital content. Redesigned and relaunched the Boys & Girls Club of Southeast Louisiana website and social media for both clubs. Event photography and videography.

INTERFAITH FEDERATION OF GREATER BATON ROUGE

Marketing & Public Relations Intern
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.

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APTITUDE

Strategic Communication, Creative Direction, Cross-media Design and Layout, Branding / Storytelling, Photography, Videography, Pre and Post-production, Digital Publishing, Light HTML coding, Social Media Mgmt, Audio Recording and Editing, Public Speaking.

PUBLIC RELATIONS & GRAPHIC DESIGN

Freelancer
Design and campaigns for various groups, businesses, and nonprofits. Past clients: HairBySeba brand, "They Can't Breathe" IG fundraising campaign benefiting Black Lives Matter Foundation, Theatre Baton Rouge, Davenport Theatricals, Braud Production, KKLAR Construction, Whirlpool CONNECTS, "Bank On Baton Rouge" initiative of the Mayor's Office of Greater Baton Rouge, LSU Speech and Debate Team, LSU Student Government Spring Election campaigns, 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.

LSU STUDENT GOVERNMENT

Executive Staff Graphic Designer
Responsible for generating all creative marketing and graphic publications of the organization. Involved weekly meetings, creative consultations and logo design for the organization as well as outreach with other campus groups.

HONORS

LSU Distinguished Communicator 2012, SEAHO Outstanding Grad. Student Nominee, LSU Student Life Outstanding Grad. Student Finalist, 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 Rep. & Quarterfinalist 2011

FRINGE

ESL TEACHING 2017-PRESENT "VIPKID" - Online Learning for Chinese students / TESOL Certified

ITALIAN LANGUAGE 2019-20 Scuola Leonardo da Vinci, Milan, Italy (A1-B2)

PROFESSIONAL ACTING 2014-18 Formerly NYC-based / American Actor's Equity Association Union Member
Credits include various U.S. Regional, National, and International productions.

HIGHLIGHTS

Full portfolio available 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 campaign 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 graduate 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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