

LANCEBORDELON

LANCEBORDELON.COM

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

DESIGN

INDESIGN
ILLUSTRATOR
PHOTOSHOP
CANVA

BUSINESS

ACTIVECAMPAIGN
CONVERTKIT
GOOGLE SUITE
SEO SOFTWARE
TRELLO
SLACK

WEB & SOCIAL

W.PRESS ,WIX,
SQUARESPACE
HOOTSUITE
YOUTUBE CREATOR
META BUSINESS SUITE
LATER

AUTHORSHIP

ITUNES CONNECT
IBOOKS AUTHOR
AP STYLE GUIDE
APA

RESEARCH

SPSS
QUALTRICS
TYPEFORM
QUAL / QUANT
METHODS

APPLE SUITE

IMOVIE/iPHOTO
GARAGEBAND
PAGES, KEYNOTE
NUMBERS

MICROSOFT

WORD
EXCEL
PUBLISHER
POWERPOINT

ADVENTURES

NOSTIGMAS, MENTAL HEALTH ADVOCACY NONPROFIT

Marketing Coordinator

Strategic communications planning, department manager, virtual event planning and creation, video production direction, website design and management, SEO research and application, CRM and email campaigns, automations creation and mgmt, social media communications management and design, copywriting, client/collaborator management, fundraising campaign creation, podcast creator/director of production, project management.

5 BRIDGES TO WELLNESS

Marketing Coordinator

Strategic communications planning, department manager, client relations, website design and management, SEO research and application, CRM and email campaigns/automation creation and mgmt, social media management and design, social media metrics, lead magnet creation and development, copywriting, project management.

LSU DEPARTMENT OF RESIDENTIAL LIFE

Communications

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.

FRINGE

ESL TEACHING 2017-20 Online Learning for Chinese/Israeli students / TESOL & TEFL-5 Certified

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

PROFESSIONAL ACTING 2014-19 Formerly NYC-based / American Actor's Equity Association Union Member
Credits include various U.S. Regional, National, and International productions.

APTITUDE

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

lsbordelon@gmail.com

lancebordelon

1.347.619.0935

LOUISIANA STATE UNIVERSITY 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 Communications

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.

PUBLIC RELATIONS & GRAPHIC DESIGN

Freelancer

Design and campaigns for various groups, businesses, and nonprofits.

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