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Education

Master of Arts in Integrated Media Communications (2018)

University of Nebraska – Lincoln
College of Journalism and Mass Communications
Thesis: An Advertiser’s Guide to Twitch

Bachelor of Journalism in Advertising and Public Relations (2016)

University of Nebraska – Lincoln
College of Journalism and Mass Communications

Experience

IT Applications Developer

Nebraska Department of Economic Development
February 2021 - Present

Design and manage 9 Nebraska state government websites. Develop online solutions based on department needs. Assist in communication and information management of federal and state grant programs. Support initiatives in technology and process improvement.

Course Developer/Adjunct Professor

Doane University
June 2018 - Present

Prepare all course materials and resources for graduate-level online courses within the university’s Instructional Design master’s degree program. Teach web design and gamification courses.

Adjunct Professor

University of Nebraska – Lincoln
August 2018 - Present

Instruct visual communications, memes and branding, and video game and society courses. Develop and lead skills workshops that promote success in the technical understanding of programs and equipment.



Marketing Assistant

Telesis, Inc.

June 2019 - July 2020

Develop digital and print marketing materials and strategy for companies in the hospitality, beverage, and tech industries. Maintain social media accounts and respond to customer inquiries. Support business operations and events.

Graduate Teaching Assistant

University of Nebraska – Lincoln

January 2017 - June 2018

Teach introductory and advanced Visual Communications classes. Assist professors in evaluating coursework and structuring research studies.

Marketing Assistant

Bureau of Sociological Research

August 2016 - January 2017

Design promotional content and survey templates for research projects. Build and maintain BOSR website using UNLcms (Drupal) framework. Teach staff to use Adobe Creative Suite product for survey research.

Freelance Creative Designer

May 2016 - August 2020

Design branding and develop communication strategies for a variety of clients. My work involved creating logos, photos, packaging design as well as consulting for campaign research and execution.

Lectures and Presentations

An Advertiser's Guide to Twitch

University of Nebraska – Lincoln, 2018: 1 hr. Lecture

Twitch, a popular live video site, reaches a huge audience, yet it is an under-utilized advertising platform. This thesis project solved four problems advertising professionals encounter when dealing with Twitch.

<https://adguidetotwitch.github.io/>

Visual Communications Workshops

University of Nebraska – Lincoln, 2017-2020: 45 min. Demonstrations

Gain a basic understanding of various Adobe Creative Cloud programs and audio/visual equipment. Topics included Photoshop, Illustrator, InDesign and JVC Cameras.



Sweden's Refugee Crisis: Governmental Use of the Image Repair Theory

University of Nebraska – Lincoln, 2016: 1 hr. Lecture

This case analysis provided the grounds that the consistent messaging and use of Image Repair tactics was successful in maintaining Sweden's reputation as a welcoming country for refugees, and one of the foremost nations for immigration policies and social welfare systems.

Courses Taught

Fall 2022

- Video Games and Society (JOMC 317): 3 credits, 55 students

Spring 2022

- Advanced Web Design (IDT 650): 3 credits, 1 student
- Capstone Committee Member (IDT 690): 1 student

Fall 2021

- Visual Communications (JOMC 133): 1 credit, 13 students
- Visual Communications (JOMC 133): 1 credit, 18 students
- Visual Communications (JOMC 131): 1 credit, 19 students

Spring 2021

- Memes and Branding (JOMC 191): 1 credit, 25 students
- Visual Communications (JOMC 134): 2 credits, 17 students
- Visual Communications (JOMC 132): 1 credit, 18 students
- Visual Communications (JOMC 131): 1 credit, 21 students
- Visual Communications (JOMC 131): 1 credit, 8 students

Fall 2020

- Memes and Branding (JOMC 191): 1 credit, 25 students
- Game Strategies and Motivation (IDT 670): 3 credits, 5 students
- Visual Communications (JOMC 134): 2 credits, 20 students
- Visual Communications (JOMC 133): 1 credit, 16 students
- Visual Communications (JOMC 133): 1 credit, 20 students
- Visual Communications (JOMC 132): 1 credit, 14 students
- Visual Communications (JOMC 131): 1 credit, 20 students
- Visual Communications (JOMC 131): 1 credit, 19 students
- Visual Communications (JOMC 131): 1 credit, 16 students

Summer 2020

- Game Strategies and Motivation (IDT 670): 3 credits, 5 students

Spring 2020

- Visual Communications (JOMC 133): 1 credit, 20 students
- Visual Communications (JOMC 133): 1 credit, 13 students
- Visual Communications (JOMC 132): 1 credit, 14 students



Fall 2019

- Game Strategies and Motivation (IDT 670): 3 credits, 4 students
- Visual Communications (JOMC 133): 1 credit, 20 students
- Visual Communications (JOMC 133): 1 credit, 20 students
- Visual Communications (JOMC 133): 1 credit, 20 students

Fall 2018

- Visual Communications (JOMC 133): 1 credit, 20 students
- Visual Communications (JOMC 133): 1 credit, 19 students
- Visual Communications (JOMC 133): 1 credit, 20 students
- Visual Communications (JOMC 132): 1 credit, 19 students
- Visual Communications (JOMC 132): 1 credit, 19 students
- Visual Communications (JOMC 131): 1 credit, 20 students
- Visual Communications (JOMC 131): 1 credit, 21 students
- Visual Communications (JOMC 131): 1 credit, 14 students
- Visual Communications (JOMC 131): 1 credit, 19 students

Spring 2018

- Visual Communications (JOMC 132): 1 credit, 19 students
- Visual Communications (JOMC 132): 1 credit, 18 students
- Visual Communications (JOMC 131): 1 credit, 20 students
- Visual Communications (JOMC 131): 1 credit, 20 students

Fall 2017

- Visual Communications (JOMC 132): 1 credit, 13 students
- Visual Communications (JOMC 131): 1 credit, 19 students
- Visual Communications (JOMC 131): 1 credit, 15 students
- Visual Communications (JOMC 131): 1 credit, 18 students

Summer 2017

- Teacher's Assistant (TA) - PR Theory and Strategy (ADPR 450): 3 credits
- TA – Social Media Theory and Practice (ADPR 466): 3 credits

Spring 2017

- TA – Crisis Management/Communication (ADPR 457): 3 credits
- TA – PR Theory and Strategy (ADPR 450): 3 credits
- TA – Social Media Theory and Practice (ADPR 466): 3 credits

Course / Curriculum Development

- Fall 2022: Video Games and Society (JOMC 317)
- Fall 2020: Special Topics Pop-up Course on Memes and Branding (JOMC 191)
- Spring 2019: Advanced Web Design (IDT 650)
- Fall 2018: Game Strategies and Motivation (IDT 670)



Service

- American Marketing Association, 2022: Member
- Overwatch Tranquility Community, 2018-2020: Member, Designer
- Nebraska Innovation Studio, 2018-2019: Member, Instructor
- Nebraska Make-A-Wish, 2015-2017: Event Organization/Fundraising, Designer (Neihardt Hall)

Certifications

- Hootsuite Platform Certification
- Google Analytics Certification

Skills / Proficiencies

- Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premiere, Audition, Lightroom, Dreamweaver
- DSLR Cameras: Cannon, Nikon
- JVC Cameras
- Microsoft Office Suite: Word, Excel, PowerPoint
- HTML5
- CSS
- JavaScript
- Search Engine Optimization (SEO)
- Google Analytics, Search Console
- SPSS Statistics
- Social Media Strategy/Analytics
- Live Audio Mixing/Recording
- Live Video Streaming, OBS Studio
- Unreal Engine 5
- AP Style
- Canvas LMS
- PC, Mac and Linux Operating Systems

