

Tyler Thomas

SOCIAL MEDIA & DIGITAL
CONTENT STRATEGIST

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LOCATION Lincoln, Nebraska, USA

EXPERIENCE

University of Nebraska-Lincoln

Social Media Specialist
November 2012-Current

- + Lead development, implementation & analysis of social media strategies for the University of Nebraska-Lincoln brand
- + Community Manager: strategically curate, edit, produce & publish content for UNL social media channels (@UNLincoln)
- + Collaborate & assist university units across campus with social media strategy, campaign development, planning, execution and channel engagement
- + Actively advise university officials and departments (academic, alumni, athletics, research) on industry best practices & trends

University of Nebraska-Lincoln

Adjunct Professor
August 2015 - Current

- Digital Content Strategy instructor of record in the UNL College of Journalism and Mass Communications (Fall 2015-Current)
- Digital Marketing & E-Commerce senior level instructor in the UNL College of Business Administration (Spring 2015)

Swanson Russell

Interactive Project Manager
May 2010 - November 2012

- Daily Project Management of client work including rich media, digital ads, emails, website & mobile design & development, content creation and strategy, motion graphics, social media management, brand content creation and analysis
 - Manage complete project scopes, timelines, budgets and requirements from inception through launch; delivering high efficiency online experiences
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EDUCATION

University of Nebraska-Lincoln

Bachelor of Journalism - Advertising & Public Relations
Minor in Political Science
August 2006 - May 2010

Masters in Educational Administration
January 2016 - Projected completion 2017

INTERNATIONAL CONFERENCE PRESENTATIONS

- AMA Symposium for the Marketing of Higher Education - Fall 2015
- Social Media Strategies Summit - Higher Education - Summer 2015
- DuPont Pioneer International Communications Summit - Spring 2015
- NACUFS Midwest Regional Conference - Winter 2015

RESEARCH AREAS OF INTEREST

- American Marketing Association of Lincoln: Communications VP, January 2015 - Present
- NHRI at the University of Nebraska-Lincoln: Communications Chair, August 2013 - Present

RESEARCH AREAS

- Social media listening as a way to inform communications
- Development of digital communications strategies to communicate to underserved populations
- Video development and deployment to communicate and build and audience