

Thomas M. Lany

mail@tomlany.net

<http://tomlany.net/>

(952) 412-7763

800 W. College Ave., St. Peter, MN 56082

5925 Drew Ave. S., Edina, MN 55410

Objective

To effectively meet marketing, communication or technology needs.

Education

Bachelor of Arts, Gustavus Adolphus College, St. Peter, MN, May 2012.

Major: Communication Studies. Major GPA: 3.46. GPA: 3.31.

Skills

- Solid oral and written communication, developed with journalism and communication training and experience.
- Adept at using technology and communication to improve processes.
- Talented web developer. Utilized HTML, CSS, LAMP, PHP, MySQL, WordPress.
- Experienced with Adobe Creative Suite creative publication software (Acrobat, Dreamweaver, InDesign, Photoshop).

Experience

Journalism

- The Gustavian Weekly (campus newspaper), Gustavus, fall 2008 – spring 2011.
 - Web Editor, fall 2009 – spring 2011. Managed newspaper's web presence – technology, layout and content. Developed new design, doubled number of stories being added each week, moderated web discussion, managed social media presence, created extensive training videos, setup Linux development server. Website recognized as a 2010 Associated Collegiate Press Online Pacemaker Finalist and 2011 Online Pacemaker Winner.
 - Staff Writer, fall 2008 – fall 2009, fall 2010 – spring 2011. Numerous front-page stories. Investigated college's budget, technology policies, marketing approach and more. Stories picked up regionally.
 - Envisioned and programmed web-based advertisement database and billing system to solve record keeping challenges among multiple staff members, produce bills and improve customer relations. Trained staff.
 - Advertisement Sales Representative, spring 2010. Developed new advertisement brochure, sold advertisements and designed advertisements.
- GAC TV (television news production), Gustavus, fall 2008 and spring 2011. Developed and managed redesigned website, spring 2011. Staff reporter and production assistant, fall 2008.

Communication

- Gustavus Office of Marketing and Communication, fall 2011 – present.
 - Student Assistant, fall 2011 – present. Wrote stories for the college's website, conducted web design trend research, assisted with events and more.
 - Web Marketing Internship, January 2012. Designed web usability study to find issues on Admission website, fixed website inaccuracies, produced live video webcasts, designed graphics, organized social media resources.
- Communication Studies Club, Gustavus, spring 2011 – present. Vice President, fall 2011 – present. Planned college's large semiannual blood drive with hundreds of donors. Scheduled donors and volunteers, produced website and more.
- Gustavus Day at the Capitol, 2010, 2011, 2012. Produced web, video and social media material for legislative meeting.
- Jarraff Industries, St. Peter, MN, fall 2010. Conducted study about culture at a manufacturing business, involving in-depth interviews with staff. Prepared and presented a detailed report.
- Men's Leadership Retreat, Gustavus, fall 2009. Selected to serve on committee analyzing participation in campus life.

Technology

- WordPress Theme Reviewer, summer 2010. Reviewed submitted themes and added themes to the official WordPress theme directory. Scrutinized design, code, security, licensing and more.
- Gustavus Sesquicentennial Web Committee, spring 2010. Appointed to committee to research and contribute ideas for the college's official 150th year website.
- Media Services, Gustavus, fall 2008 – spring 2009. Assisted students and faculty with audio-visual needs. Conducted meetings and improved equipment records as Assets Squad Leader, spring 2009.