

# TANNER LOPEZ

## CONTACT INFO

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## STRENGTHS

- ♦ Futuristic
- ♦ Competition
- ♦ Strategic
- ♦ Communication
- ♦ Woo

## SKILLS

### Professional

- ♦ Public Relations
- ♦ Social Media Marketing
- ♦ Content Development
- ♦ Event Marketing
- ♦ Event Planning
- ♦ Digital Media
- ♦ Feature Writing
- ♦ Graphic Design
- ♦ Account Management
- ♦ Client Recruitment

### Expertise

- ♦ Adobe InDesign
- ♦ Adobe Illustrator
- ♦ Adobe Photoshop
- ♦ Adobe Acrobat
- ♦ Microsoft Suite
- ♦ Sprout Social
- ♦ Mail Chimp
- ♦ Wix

## EDUCATION

### Oklahoma State University

Master of Science, Agricultural Communications | August 2019 - July 2021

Bachelor of Science, Agricultural Communications | August 2015 - May 2019

- ♦ President's Honor Roll: Fall 2015, Fall 2017, Fall 2018
- ♦ Dean's Honor Roll: Spring 2018, Spring 2019

## EXPERIENCE

### New Business and Marketing Coordinator

Midan Marketing | September 2021 - Present

- ♦ Foster prospect relationships, develop sales materials and strategize partnership opportunities.
- ♦ Develop detailed scope of work and write proposals based on prospect needs.
- ♦ Maintain the sales pipeline and provide reporting to stakeholders on status and channel value.

### Account Coordinator

Midan Marketing | May 2021 - September 2021

- ♦ Supported account executives with managing the details of client marketing plans and projects.
- ♦ Directed internal teams on the project scope of work, guided them on client needs and expectations and managed quality control.
- ♦ Delivered project updates to collect feedback, discussed roadblocks and determined the next steps.

### Student Development Coordinator and Freshmen In Transition Director

OSU Ferguson College of Agriculture | August 2020 - Present

- ♦ Operated a living learning program of 100 students and implement programming to acclimate them to college.
- ♦ Developed and coordinated student retention initiatives for the Ferguson College of Agriculture.
- ♦ Mentored students through developing academic, professional and interpersonal growth strategies.

### Graduate Teaching Assistant

Oklahoma State University | August 2019 - August 2020

- ♦ Supported the goals and assisted in the teaching of an undergraduate capstone course and a layout and design course.
- ♦ Served as an assistant managing editor for the Ferguson College of Agriculture magazine, The Cowboy Journal.
- ♦ Facilitated updates to curriculum to help strengthen the knowledge and skills base students gain under my direction.

### Ambassador Coordinator

RFD-TV'S The American Rodeo | August 2018 - March 2020

- ♦ Supervised a team of 10 individuals who supported event marketing efforts through social media and marketing booths.
- ♦ Established and implemented social media strategy and managed the social media efforts for the 2019 and 2020 events.
- ♦ Evaluated all departments intern needs, providing leadership and delegation of my team to assist each department.

### Social Media Intern

OSU Agricultural Communications Services | September 2018 - May 2019

- ♦ Crafted compelling and creative content for social media to help inform and educate OSU Extension's audience.
- ♦ Cultivated new social media branding content for SunUp TV, streamlining thoughtful strategy across all social platforms.
- ♦ Conferred with and provided direction to the creative team, ensuring marketing goals for Extension were exceeded.