

RYANLYTLE

ryan.m.lytle@gmail.com • 513-604-9371 • Twitter: @rlytle • <http://www.ryanlytle.com>

WORK EXPERIENCE

U.S. NEWS & WORLD REPORT

Washington, DC • October 2010 - Present
Web Producer & Social Media Strategist

- Oversee all production of content in Education section and work with portals to ensure effective promotion
- Cover and report on the proliferation of social media and technology in education
- Direct the growth of the social media presence of the Education section through the use of analytics and consistent engagement on the platforms
- Contribute to the Best Colleges and Best Graduate Schools projects by building pages and managing content

MTV NETWORKS

New York, New York • June - August 2010
MTV Twitter Jockey Top-5 Candidate

- Discovered out of thousands of social media profiles to compete in "Follow Me: The Search for the First MTV TJ"
- Increased Twitter following roughly 650 percent over a two-month period (400 followers to 3,000 followers)
- Utilized network to promote brand, including appearances on local news and radio programs in Cincinnati and the national morning show, The TODAY Show

NBC UNIVERSAL

New York, New York • January - March 2010
Production Intern, The TODAY Show

- Field produced weekly line segments to run for 9AM and 10AM hour
- Assisted with the shooting and editing of tape spots for the show
- Compiled research and transcribed tapes for producers to use for segments

WASHINGTON POST DIGITAL

Arlington, Virginia • June - August 2009
Multimedia Intern, LoudounExtra.com

- Shot and produced photos and videos to be displayed on the hyper-local site (now defunct)
- Reported and wrote articles about events pertaining to Loudoun County, VA
- Updated the Web site daily using a Content Management System

THE CINCINNATI ENQUIRER

Cincinnati, Ohio • November 2008 - March 2009
Video Intern, Cincinnati.com

- Created stories to be shot and produced independently for Cincinnati.com using Avid Express Pro

SPEAKEASYMAG.COM

Athens, Ohio • August 2008 - January 2010
Director of Multimedia & Staff Writer

- Researched and wrote profile pieces about entertainers and events
- Managed production and promotion of multimedia content on site

SKILLS

- **Audio/Photo/Video Production:** Adobe Photoshop, Final Cut Pro, Audacity, Avid Express Pro
- **Web Production:** Content Management Systems, CSS, HTML, iNews, Quark, TeamBase
- **Social Media:** Developing best practices for organic growth in platforms such as Facebook, Twitter, Tumblr and more
- **Reporting:** Community Journalism, Computer-Assisted Reporting, Education, News and Entertainment, Social Media and Technology

EDUCATION

OHIO UNIVERSITY • June 2010

E.W. Scripps School of Journalism • Athens, Ohio
Bachelor of Science in Journalism, Online Journalism

AWARDS AND RECOGNITION

- E.W. Scripps School of Journalism Outstanding Senior in Online Journalism (2010)
- E.W. Scripps J-School Ambassador (2009-2010)
- Scripps Howard Foundation Scholar (2009)

SPEAKING ENGAGEMENTS

- Scripps Senior Saturday (January, 2011)
"Go Brand Yourself"
- Scripps J-School Alumni Bootcamp (July, 2011)
"Branding Yourself: The 201 Version"