



TYLER WEAVER

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EDUCATION

Bachelor of Arts in Communications: Public Relations Emphasis - 2010
Minor: Business Management
Brigham Young University, Provo, Utah

Relevant Coursework: Strategic Planning, New Reporting, Media Law & Ethics, Marketing

PROFESSIONAL EXPERIENCE

INTERN, SONY MUSIC ENTERTAINMENT

APRIL 2010-PRESENT

- Aggregate relevant press and archive current news on JIVE Records roster
- Contribute to the development of publicity campaigns for JIVE artists and key personnel
- Facilitate communication between the record label administration and nationwide media outlets

INTERN, CLEAR CHANNEL COMMUNICATIONS, INC.

AUGUST 2009-DEC 2009

- Executed strategic marketing and promotions campaigns for 97.1 ZHT radio in Salt Lake City, Utah
- Conducted communication between radio executives and record labels nationwide
- Provided representation of ZHT at local events and film premieres

REPORTER, THE DAILY UNIVERSE (PROVO, UTAH)

AUGUST 2009-DECEMBER 2009

- Generated original news stories for campus wide publication with emphasis on Arts & Entertainment
- Conducted original research for new leads and stories to be published
- Scheduled and conducted interviews with local and national leaders, organizations, and talent

WEB EDITOR, PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA

MAY 2009-DEC 2009

- Developed and maintained first official online social media presence for the Public Relations Student Society of America, specifically with "FORUM" publication
- Managed online content and facilitate efficient communication between Editor-in-Chief and Webmaster

ZONE COORDINATOR/INSTRUCTOR, MISSIONARY TRAINING CENTER (PROVO, UT) 2007-2009

- Instructed young adults in professional skills including: teaching, group instruction, creation of strategic plans, time management and proper study and organizational techniques
- Supervised and maintained the proper function of five classrooms and their instructors, upholding the mission of the organization
- Organized and conducted weekly meetings aimed to resolve instructional and interpersonal concerns between students and their trainers

VOLUNTEER EXPERIENCE

SERVICE REPRESENTATIVE, CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS 2005-2007

- Created strategic plans for families and individuals in inner city Philadelphia, Penn. to overcome obstacles and adopt long-term lifestyle changes
- Managed and counseled 40-50 service representatives, increasing production rates by 50%

SKILLS AND AWARDS

- Proficient in Microsoft Word and Excel, Photoshop, InDesign
- Fluent in social media sites including Facebook, Twitter, MySpace and LinkedIn
- Eagle Scout
- Fall 2009 "Best Overall Writer," The Daily Universe (A&E Desk)

PERSONAL INTERESTS

- Snowboarding, traveling, distance running