



Tyler Van Reet

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802 Feedlot Road, Guthrie, TX 79236

Education

Texas Tech University	Sept 2022
Digital Marketing Certification	
Texas Tech University	May 2017
Master of Science in Agricultural Communications	
• Thesis: Viewer Retention in Student Produced <i>Agriculturist</i> videos	
Texas Tech University	May 2014
Bachelor of Science in Agricultural Communications	
Minor of Animal Science	

Experience

High Cotton Promotions, Freelance Photography	2017 – 2021
• Photographed various horse shows, including Stock Horse of Texas and collegiate Ranch Horse shows	
• Assisted with photo editing and video production assignments	
Return to the Remuda Sale Social Media Management	Aug – Oct 2017
• Created monthly Facebook posts about sale schedule and events	
• Posted daily photo albums of consigned horses	
• Edited sale consignment catalog	
Teaching, Learning and Professional Development Center	Jan 2017 – May 2017
• Created marketing videos for service-learning courses	
• Edited interviews and B-roll with Sony Vega Pro software	
• Designed composite graphics and other video graphics	
Agricultural Communications Department, Graduate Assistant	Aug 2015 – Dec 2016
• Served as teaching assistant for Magazine production and Video production courses	
• Aided Magazine production students with filming and editing videos pertaining to their written stories	
• Created print ads for <i>Agriculturist</i> publication	
• Managed departments Mediasite account	
• Developed marketing tools and promotional materials for the Distance Master's program	
Pinto Horse Association, World Show Communications Intern	June 2016
• Wrote daily Pinto Press newsletter and Exhibitor of the Day stories	
• Took daily pictures of horses and exhibitors and other events related to the show	
• Produced association's promotional video used to showcase current members and recruit new members	
• Ran live World Show webcast	

Leadership & Extra Curriculars

• Texas Tech Ranch Horse Team	Aug. 2012 – May 2014
• Australia Photography Study Abroad	June 2011

References

Dr. David Doerfert – *Graduate Studies Professor TTU Agricultural Communications*

Phone: (806) 781-2446

Email: david.doerfert@ttu.edu

Kelsey Hellman – *High Cotton Promotions, owner*

Phone: (361) 563-0021

Email: kelsey@highcottonpromotions.com

Kim Lindsey – *6666 Ranch Office Manager*

Phone: (806) 317-5707

Email: klindsey@6666ranch.com

Mallory Canaday – *6666 Ranch Semen Technician/Personal*

Phone: (970) 297-8382

Ashley Adams – *Personal*

Phone: (806) 831-5594