

Tyler Van Reet

(806)905-9555 | oneal1591@gmail.com | www.tylervanreet.com
100 Axis Lane White Deer, TX 79097

Education

Texas Tech University Digital Marketing Certification	Sept 2022
Texas Tech University Master of Science in Agricultural Communications	May 2017
<ul style="list-style-type: none">• Thesis: Viewer Retention in Student Produced <i>Agriculturist</i> videos	
Texas Tech University Bachelor of Science in Agricultural Communications Minor of Animal Science	May 2014

Experience

High Cotton Promotions, Freelance Photography	2017 – 2021
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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

<ul style="list-style-type: none">• Texas Tech Ranch Horse Team• Australia Photography Study Abroad	Aug. 2012 – May 2014 June 2011
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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