

# Kyser Thomas Lough

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## EXPERIENCE

### **Marketing Specialist, Murray-Calloway County Hospital, Murray, Ky. — Jun. 2009-Present**

Wrote press releases, designed daily internal newsletter, made photographs, promoted hospital services, employees and events internally and externally, created/administrated multiple social media accounts and trained others to manage them, monitored multiple media channels, maintained press clippings file, assisted in event planning, managed website, designed daily internal newsletter and served as liaison to third-party web design company.

### **Adjunct Lecturer, Murray State University, Murray, Ky. — Aug. 2013-present**

Taught courses in ACEJMC-accredited Department of Journalism and Mass Communication. Revised and developed course content, syllabi, assignments and tests. Course format included a mix of lectures, demonstrations, hands-on activities and one-on-one instruction. Software taught included Adobe InDesign, Photoshop and Illustrator. Skills taught included graphic design, photo editing, desktop publishing, digital storytelling.

Courses:

GCM 153- Electronic Imaging (Fall 2013, Spring 2014, Fall 2014, Spring 2015)

JMC 385- Study Abroad (Digital Storytelling, Italy/Greece) (Summer 2014)

### **Assistant Adviser, *The Murray State News*, Murray, Ky. — Aug. 2013-present**

Advised features and photography sections of collegiate student newspaper staff. Attended weekly staff meetings to provide critique and support. Offered advice during weekly production night. Mentored student editors and staff.

### **Interim Adviser, *The Murray State News*, Murray, Ky. — Oct. 2012-May 2013**

Filled in for current Adviser during medical leave period. Advised collegiate student newspaper staff in writing, design, editing, advertising and photography. Assisted Editor-In-Chief with day-to-day responsibilities and decisions. Taught remaining two months of JMC 396- Publication Design. Oversaw newsroom purchases. Traveled with/chaperoned students to state convention.

### **Staff Photographer/Reporter, *The Murray Ledger & Times*, Murray, Ky. — Jan. 2009-Jun. 2011**

Wrote feature, news and sports articles and weekly business column. Photographed news and sporting events. Maintained editorial side of website. Covered hospital and county school district board meetings regularly. Designed page layouts for front and inside pages, including weekly Business and Learning pages. Created copy and designed page layouts for special section inserts.

### **Sports stringer, *The Murray Ledger & Times*, Murray, Ky. — Oct. 2007-Jan. 2009**

Photographed local high school and collegiate sporting events, wrote game stories and tracked game statistics as needed on a part-time basis.

### **Sales Director, Hawkins Research, Inc., Murray, Ky. — Jul. 2007-Jan. 2009**

Managed Sales department. Hired new Account Managers. Trained employees. Analyzed market trends. Developed short- and long-term sales plans. Researched and developed new prospects and markets. Continued Training Coordinator duties. Facilitated weekly Sales/Marketing meetings.

### **Training Coordinator, Hawkins Research, Inc., Murray, Ky. — Feb. 2006-Jul. 2007**

Designed new and updated old promotional material including web and print advertisements and logos. Served in Marketing department. Wrote and designed monthly customer newsletter (dist. 1,500). Taught weekly on-line courses for PowerClaim software. Attended trade shows and other sales/training functions.

## **EDUCATION**

- Murray State University, Murray, Ky. — M.A. in Mass Communications, May 2013
- Murray State University, Murray, Ky. — B.A. in Public Relations, minor in Photography, Dec. 2005  
*Activities and Societies: The Murray State News, The Murray State Shield Yearbook, Residential College Association, Student Government Association, Murray State Wesley Foundation, Hester College Residential College Council*

## **SKILLS**

- Print, digital and web design using Adobe Photoshop, PageMaker, Acrobat, InDesign, Illustrator; Quark Xpress; Microsoft Office suite; Other proprietary software.
- Photography, digital and film.
- Creating and pitching stories to the media through relationships and press releases.
- Writing news, features and sports stories for publication in Associated Press style.
- Public speaking.
- Creative thinker, fast learner and enthusiastic worker.

## **ACHIEVEMENTS**

- Eagle Scout
- Thoroughbred Award for External Newsletter, Kentucky Society for Healthcare Public Relations and Marketing November 2012
- Thoroughbred Award for Educational Event, Kentucky Society for Healthcare Public Relations and Marketing November 2012
- Kentucky Associated Press Photo of the Month- March 2011
- First Place- Special Sections, Kentucky Press Association 2010 Excellence in Ky. Newspapers
- Second Place- Best Business/Agribusiness Page, KPA 2010 and 2009 Excellence in Ky. Newspapers
- Third Place- Best Picture Essay, KPA 2010 Excellence in Ky. Newspapers
- Best of Show- "Proofs" photography show, Murray Art Guild, 2009
- Honorable Mention- Best Sports Photo Essay, KPA 2009 Excellence in Ky. Newspapers
- National Pacemaker award- Winning editorial board, MSU News, Fall 2003