

RYAN CLARK

2751 COACHLIGHT LANE, BURLINGTON, KY 41005 CLARKR18@XAVIER.EDU

WORK EXPERIENCE

- **JAN. 2016-PRESENT**

SENIOR DIGITAL CONTENT STRATEGIST, XAVIER UNIVERSITY

RESPONSIBLE FOR WRITING, EDITING AND DESIGNING WEB PAGES FOR XAVIER'S MARKETING + COMMUNICATIONS OFFICE, ADMISSION OFFICE, ATHLETICS AND OTHER DEPARTMENTS.

- **SEPT. 2007-DEC. 2015**

NEW MEDIA EDITOR, NORTHERN KENTUCKY UNIVERSITY:

RESPONSIBLE FOR WRITING, EDITING AND DESIGNING WEB PAGES FOR NKU. ALSO MANAGE NKU'S SOCIAL NETWORKS (FACEBOOK, TWITTER, INSTAGRAM, PINTEREST, GOOGLE PLUS, LINKEDIN AND YOUTUBE PAGES) WHILE WRITING MATERIALS FOR MARKETING & COMMUNICATIONS AND ADMISSIONS OFFICES, AND ORGANIZING SOME PROMOTIONS FOR BANK OF KENTUCKY CENTER.

- **NOV. 2004-SEPT. 2007**

GENERAL REPORTER, THE CINCINNATI ENQUIRER:

COVERED EVERYTHING FROM COPS TO COURTS TO SPORTS AT THIS 200,000-CIRCULATION NEWSPAPER.

- **AUG. 2002-NOV. 2004**

MILITARY REPORTER, THE CLARION-LEDGER:

COVERED MILITARY ISSUES, AS WELL AS OTHER GENERAL ASSIGNMENTS, LIKE THE ENVIRONMENT, GROWTH AND HEALTH ISSUES FOR THIS 100,000-CIRCULATION NEWSPAPER IN JACKSON, MISS.

AWARDS: WON FIRST PLACE IN THE STATE'S BEST BUSINESS WRITING PACKAGE, 2004.

EDUCATION

- **2012-PRESENT**

PH.D. CANDIDATE,

UNIVERSITY OF KENTUCKY

GPA: 4.0

WORKING TOWARD PH.D. IN EDUCATION, POLICY & EVALUATION (FOCUS ON HIGHER EDUCATION).

- **2008-2010**

MASTER OF ARTS IN ENGLISH,

NORTHERN KENTUCKY UNIVERSITY GPA: 4.0

ONLY STUDENT IN PROGRAM TO GRADUATE "WITH DISTINCTION." MASTER'S THESIS IS A BIOGRAPHY ENTITLED *WRESTLING REALITY: INSIDE THE WORLD AND MIND OF A GAY WRESTLING SUPERSTAR*.

- 1998-2002

BACHELOR OF ARTS IN EDITORIAL JOURNALISM,
WESTERN KENTUCKY UNIVERSITY GPA: 3.0

SERVED AS EDITOR OF STUDENT NEWSPAPER, *THE COLLEGE HEIGHTS HERALD*, AND
INTERNEED AT SEVERAL NEWSPAPERS IN AMERICA, INCLUDING *THE WASHINGTON POST*.
AWARDS: WON 2003 HEARST AWARD FOR FEATURE WRITING. NAMED A *USA TODAY*
ACADEMIC ALL-AMERICAN (HM)

EXTRA-CURRICULARS

- AS AN AUTHOR

BOOKS WRITTEN:

2007: *GAME OF MY LIFE: KENTUCKY*, PUBLISHED BY SPORTS PUBLISHING
L.L.C.

2009: *DUSTY ROADS & FADED SIGNS*, PUBLISHED BY BEAR HEAD
PUBLISHING., A COLLECTION OF POETRY, MOST OF WHICH WAS WRITTEN IN
MY NKU CLASSES.

2011: MASTER'S THESIS, *WRESTLING REALITY*, PUBLISHED BY ECW PRESS OF
TORONTO.

2012: *100 THINGS WILDCATS FANS SHOULD KNOW & DO BEFORE THEY DIE*,
PUBLISHED BY TRIUMPH BOOKS. FOR THREE MONTHS IN 2012, WAS NO. 1
SELLING BOOK IN STATE.

2014: *FIGHTIN' WORDS*, PUBLISHED BY SKYHORSE PUBLISHING.

2015: *THE KENTUCKY WILDCATS FANS' BUCKET LIST*, PUBLISHED BY TRIUMPH
BOOKS.

CONTRIBUTED TO OTHER BOOKS/MAGAZINES:

2005: PROVIDED REPORTING AND WRITING FOR THE BEST-SELLING
MEMOIRS, *THE PRINCE OF FROGTOWN*, AND *THE BEST THEY EVER HAD*, BY
PULITZER-WINNING JOURNALIST RICK BRAGG.

2006-PRESENT: STORIES AND POEMS HAVE APPEARED IN THE NATIONAL
ANTHOLOGIES *STORIES FROM THE BLUE MOON CAFÉ IV*, *ALMOST FAMOUS
AUTHORS*, *THE LICKING RIVER REVIEW*, *NORTHERN MAGAZINE* AND *CINCY
MAGAZINE*.

WROTE WEEKLY PEOPLE COLUMN FOR *THE CINCINNATI ENQUIRER* FROM
2007-2012.

SINCE NOV. 2016, SERVED AS EXPERT REPORTER FOR ABOUT.COM
COVERING THE CINCINNATI BENGALS.

- AT NKU

SERVED AS UCAP CAPTAIN AND INSTRUCTOR FOR UNIVERSITY 101 CLASSES SINCE 2010, IN WHICH I PREPARED STUDENTS FOR SUCCESS.

SERVED AS EDITORIAL ADVISER FOR *THE NORTHERNER*, THE CAMPUS NEWSPAPER, FROM 2009-2010, WHERE I ADVISED THE PUBLICATION.

VOTED BY PEERS TO SERVE AS THE CREATIVE WRITING REPRESENTATIVE FOR THE ASSOCIATION OF ENGLISH GRADUATE STUDENTS FOR 2008-2009.

AWARDS: 2009, '10 AND '11 KENTUCKY ADVANCEMENT GRAND AWARDS FOR SERIES OF PRINT ADS AND ADMISSIONS MATERIALS. IN 2012 AND 2013, WON FOR BEST SOCIAL MEDIA CAMPAIGN AND IMPLEMENTATION IN STATE. IN 2014, WON EXCELLENCE AWARD FOR WEB WRITING.

TECHNICAL SKILLS:

SKILL	COMMENTS
Writing, Editing	Proficient in Word, Excel, Powerpoint, etc.
Video and video editing	familiar with iMovie and Final Cut Pro.
Survey and form building	Familiar with Qualtrics software
Social Media	Expert knowledge in Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube, FourSquare, SnapChat, Tumblr, etc.
Design, Photography	Satisfactory skills in design and photography, including Photoshop, InDesign, PageMaker, Quark, WordPress
Content Management Systems	Expert knowledge in Serena Collage, Adobe CQ, Word Press, Joomla and SharePointe
Analytics	Familiar with tracking systems like Google Analytics, HootSuite, Facebook Insights, etc., as well as Search Engine Optimization

REFERENCES

- **JIM NILSON**, DIRECTOR OF WEB COMMUNICATIONS, NKU:
NILSONJ@NKU.EDU

- **CHRIS COLE**, DIRECTOR OF MARKETING + COMMUNICATIONS, NKU:
COLEC@NKU.EDU

- **DAVID NIINEMETS**, EDITOR, WCPO:
DAVE.NIINEMETS@WCPO.COM

CURRENT VITAE:

- CLASSES TAUGHT:

UNV 101: ORIENTATION TO COLLEGE AND
BEYOND (FALL 2010, 2011, 2012)

JOUR 230: NEWS REPORTING AND WRITING II
(SPRING 2012, FALL 2012)

JOUR 220: NEWS REPORTING AND WRITING I
(SPRING 2013, FALL 2013)

ENG 101: INTRODUCTION TO COLLEGE WRITING
(FALL 2013)

JOUR 450: MULTIMEDIA SKILLS (FALL 2014,
SPRING 2015)

SERVED VOLUNTARILY AS EDITORIAL ADVISER OF *THE NORTHERNER* NEWSPAPER
STAFF (2009-2010)

- PUBLICATIONS/BOOKS/CONFERENCES/ETC.:

2005: INTERN FOR PULITZER-WINNER RICK BRAGG, CONTRIBUTED TO NEW YORK
TIMES BESTSELLERS *THE PRINCE OF FROGTOWN* AND *THE MOST THEY EVER HAD*.

2006: SHORT STORY "LIKE KUDZU" APPEARED IN NATIONAL ANTHOLOGY *STORIES
FROM THE BLUE MOON CAFÉ IV*

2007: *GAME OF MY LIFE: KENTUCKY* (SPORTS PUBLISHING LLC)

2009: *DUSTY ROADS & FADED SIGNS* – POETRY (BEAR HEAD PUBLISHING)

2009: SHORT STORY "MONEY WELL SPENT" PUBLISHED IN *LICKING RIVER REVIEW*

2009: SHORT STORY "SAMARITAN" PUBLISHED IN *ALMOST FAMOUS AUTHORS' FAIRE*

2011: MASTER'S THESIS FINISHED AND PUBLISHED, *WRESTLING REALITY* (ECW
PRESS)

2011: SHORT STORY "THE LAST TOY RUN" PUBLISHED IN *THE JOURNAL OF KENTUCKY STUDIES*

2012: SHORT STORY "NIGHT AT THE OASIS (CONCERT)" PUBLISHED IN *LICKING RIVER REVIEW*

2012: STARTED READING/GIVING NOTES ON MANUSCRIPTS FOR *UNIVERSITY PRESS OF KENTUCKY*.

2012: *GAME OF MY LIFE: KENTUCKY*, 2ND EDITION, (SPORTS PUBLISHING LLC)

2012: *100 THINGS WILDCATS FANS SHOULD KNOW & DO BEFORE THEY DIE* (TRIUMPH BOOKS)

2013: *TALES FROM THE KENTUCKY WILDCATS LOCKERROOM* (NOVEMBER PUBLICATION DATE – SKYHORSE PUBLISHING)

2014: *FIGHTIN' WORDS: THE HISTORY OF THE KENTUCKY AND LOUISVILLE BASKETBALL RIVALRY* (MARCH 2014 – SKYHORSE PUBLISHING)

2015: *THE KENTUCKY WILDCATS BUCKET LIST* (TRIUMPH BOOKS – OCT. 2015)

FOR SIX YEARS I WROTE A WEEKLY COLUMN CALLED "FOLK TALES" FOR *THE CINCINNATI ENQUIRER*, WHERE I RECOGNIZED PEOPLE IN THE COMMUNITY.

REGULAR CONTRIBUTOR TO *NORTHERN MAGAZINE*, *CINCY MAGAZINE*, *NKY MAGAZINE*, *KENTUCKYSPORTSRADIO.COM*, AND *KYFORWARD.COM*.

SINCE NOV. 2016, SERVED AS EXPERT REPORTER FOR *ABOUT.COM* COVERING THE CINCINNATI BENGALS.

FEATURED SPEAKER:

WAS A FEATURED SPEAKER AT THE 2013 WORLD HUMAN RIGHTS CONFERENCE IN ANTWERP, BELGIUM. PRESENTED, VIA VIDEO, ON THE TOPIC OF GAY ATHLETES IN AMERICA, WHILE DISCUSSING MY BOOK, *WRESTLING REALITY*.

WAS FEATURED IN THE 2013 FILM, "THE RIVALRY: RED VS. BLUE," IN WHICH I DISCUSS THE CULTURE OF THE IN-STATE BASKETBALL RIVALRY BETWEEN THE UNIVERSITY OF KENTUCKY AND THE UNIVERSITY OF LOUISVILLE.

- BOOKS BY THE BANKS, 2014, SPORTSWRITING PANEL

- SOUTHERN KENTUCKY BOOK FESTIVAL, 2013, SPORTSWRITING PANEL

- SOUTHERN KENTUCKY BOOK FESTIVAL, 2014, SPORTSWRITING PANEL

- SOUTHERN KENTUCKY BOOK FESTIVAL, 2015, SPORTSWRITING PANEL

- LINCOLN BOOK FESTIVAL, STANFORD, KY., PRESENTER, 2014

- FEATURED SPEAKER AT THE 25TH ANNUAL UK CONVENTION IN FRANKLIN, OHIO, 2014
- FEATURED SPEAKER, NKU SPORTS RIVALRY CLASS, 2014, 2015 AND 2016
- FEATURED SPEAKER, NKU SPORTS BUSINESS/MARKETING CLASS, 2014
- FEATURED SPEAKER, JOSEPH BETH BOOKS, 2014
- FEATURED SPEAKER, BOONE COUNTY PUBLIC LIBRARY, 2015
- FEATURED SPEAKER, NKU UNIVERSITY 101 CLASS, 2012-15
- FEATURED SPEAKER, LOUISVILLE LAW LIBRARY, 2014
- *STORIES FROM THE BLUE MOON CAFE*, WRITING PANEL SPEAKER, JACKSON, MISS., 2005.

