

Jason Byas

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Holliday, TX 76366

Profile

Dedicated English and Yearbook Instructor with over 8 years of experience teaching in diverse classroom settings. Effective communicator proficient in Adobe Creative Suite applications and yearbook design. Cooperative faculty member who collaborates with all levels of staff and students. Ability to work alongside subject matter experts and produce content in various formats, while ensuring accuracy, readability, and accessibility. Aptitude for managing marketing technology platforms, budgets, and staff resources.

Areas of Expertise

- Integrated Communication Strategies
- Media Relations
- Classroom Management
- Web Content Development
- Curriculum Design
- Digital Marketing Management
- Retail Management and Budgeting
- Writing & Editing
- Cross-functional Collaboration

Career Experience

Rider High School/ Memorial High School, Wichita Falls, TX
English/Yearbook Advisor

08/19 – Present

Consistently employ classroom management strategies, curriculum design and instruction for both English and Yearbook and produce visually engaging yearbook spreads utilizing InDesign, Illustrator, and Photoshop, while ensuring the accuracy of written content through meticulous proofreading and editing.

- Collaborate with fellow designers to revise their spreads based on feedback received from the publishing company.
- Coordinate with photographers to acquire relevant visual content, and updated school's online news platform to maintain dynamic and informative digital presence.

Hayley Eye Clinic, Wichita Falls, TX
Marketing Manager

04/16 – 08/19

Performed various day-to-day tasks, such as developing print/digital advertisements, updating clinic's website, capturing photographs, refining written content, and organizing public events. Collaborated with other departments to create marketing campaigns that aligned with business goals.

- Conducted market research and analyzed customer behavior to identify trends and opportunities.
- Developed and implemented marketing plans and strategies to promote products and services.

Vernon College, Wichita Falls, TX
Adjunct Instructor/ English

09/15 – 01/16

Engaged students with creative, thought-provoking lessons that provided a basis for the attainment of critical reading skills and effective writing procedures necessary for professional and academic writing. Conducted market research and analyzed customer behavior to identify trends and opportunities.

- Provided instruction in composition and referenced graded assignments to gauge student learning and future lesson plans.
- Held office hours to assist students with questions or concerns regarding class instruction and assignments.

Additional Experience

Yearbook Advisor at Midwestern State University, Wichita Falls, TX

09/21 – Present

Education

Master of Arts in English

Midwestern State University, Wichita Falls, TX

Bachelor of Arts in English

Midwestern State University, Wichita Falls, TX

Certifications

4-8 Teacher Certification (ELA Endorsement), Wichita Falls, TX, 2012 – Present

8-12 Teacher Certification (ELA Endorsement), Wichita Falls, TX, 2019 – Present

Publications

Byas, J. “Ohio.” *Voices*. Vol. 35, Spring (2012): 68-73

Byas, J. “The Hamilton Brothers: Saving the Empire, One Film at a Time.”

Wichita Falls Literature and Art Review (2009): 58-60

Byas, J. “The Music Scene.” *Wichita Falls Literature and Art Review* (2008):

42-45

Technical Proficiencies

Microsoft Office Suite | Adobe InDesign | Adobe Photoshop