**Dylan S. Howard**

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**Education**

**Bachelor of Communications Graduation: July 2017**

Brigham Young University - Idaho Rexburg, ID

* Emphasis: Public Relations and Organizational Advocacy
* Related Courses: Psychology, Business, Broadcast Journalism
* BYU-Idaho Social Activities Researcher and Social Media Analyst/Marketer
  + Created content and promotions for BYU-Idaho Social Activities resulting in higher attendance and profits
* BYU-Idaho Center Stage Board Member
  + Worked closely with professional performers and groups to make sure needs were met (i.e. Scotty McCreary, David Archuleta, Alyson Cambridge, Leon de la Guardia)
  + Participated on marketing board in order to increase event sales for multiple events
  + Analyzed collected data from events in order to improve public opinion and performances

**Work Experience**

**Junior Analyst Intern (December, 2016 – April, 2017)**

Research and Business Development Center

* Currently doing a feasibility study on the cost of creating a standalone police force for the city of Ammon, Idaho who currently contracts county police.
* Currently creating a research report on the importance of historic landmarks, completing a tax exemption application for the restoration of a historic building and creating a PR plan for The Healing Sanctuary
* In charge of managing two teams, one for each project

**Public Relations/Marketing Intern (July, 2016 – November, 2016)**

Madison Memorial Hospital

* Planned and carried out PR plans for the needs of the hospital by advertising, marketing, network contract management, budget planning and event planning resulting in thousands in attendance at events, and increase in positive public opinion for the hospital
* Analyzed the analytics for the hospital and created social media content from scratch based on research resulting in increase of followers, more business and increase in positive public opinion
* Created and managed online websites (this includes coding as well as using other platforms)

**Public Relations/Marketing Manager (January, 2016 – December, 2016)**

Skizzy’s

* Created and carried out multiple PR plans, events and business deals resulting in higher attendance, profits, and favorable public opinion as well as managing a marketing team and showing leadership

**Accomplishments and Volunteer Experience**

**Research Assistant for State Legislator (April, 2016 – July, 2016)**

Ron Nate

* Researched certain topics that were considered for legislation and created in depth research reports to demonstrate their worth as well as their pros and cons.

**Missionary for The Church of Jesus Christ of Latter-day Saints (July, 2012 – August, 2014)**

Veracruz, Mexico