

Michael Christopher Lyden

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Career Objective: To assume a creative, decision-making role in a dynamic work environment that encourages imagination, inventiveness, and continuous self-improvement.

Education: Drexel University, Philadelphia, PA
Bachelor of Science in Marketing and International Business
Date of Graduation: December 2002
Grade Point Average: 3.1 on a 4.0 scale

Honors: A. J. Drexel Scholarship, Drexel Grant, Dean's List, Spanish Honor Society, Russian Honor Society, Leap – Peer Tutoring, Reach - Peer Counseling.

Related Coursework: Business: Advertising and Advertising Management, Selling & Sales Management, International Marketing, Marketing Strategy, New Product Development
Computing: Management Information Systems, Digital Media
Language: Spanish IV-VII, Russian III-VI, Italian I, German I

Employment Experience: **Momentum North America, Atlanta, GA**
Coca-Cola Football Town USA Tour Coordinator [Midwest] *Fall 2003*
Communicated with representatives for over forty events across the Midwestern US.
Managed local staff on site, set up and executed promotional events.

American Motor Carrier Service, Incorporated, Havertown, PA
Web Developer/Graphic Designer *April 2002-June 2003*
Designed promotional brochure.
Created company website and logo.

SMG, Incorporated, Philadelphia, PA
Assistant to Information Architect *September 2000-May 2002*
Implemented the presentation of various materials via corporate intranet.
Devised general structure of the information through both graphic and web design.

Javelin Promotions, Incorporated, St. Louis, MO
Product Promoter *Spring of 2001*
Promoted the prescription drug Zyrtec.
Improved brand image and increased awareness through informative interactions with patrons.

SMG, Incorporated, Philadelphia, PA
Curriculum Graphic Designer *September 1999-September 2000*
Created graphics to be used in the company's core curriculum.
Constructed and maintained an intranet graphics gallery website.

Computer Skills: Proficient in the use of Windows and Mac applications, including:

- Microsoft Word
- Microsoft PowerPoint
- Microsoft FrontPage
- Quark Xpress
- Metacreations Bryce 3D
- Metacreations Poser
- Hash Animation: Master
- Discreet's 3DStudioMax
- Corel Draw
- Macromedia DreamWeaver
- Macromedia Flash
- Macromedia Fireworks
- Adobe Photoshop
- Adobe ImageReady
- Adobe Illustrator
- Adobe Acrobat Distiller
- Adobe Indesign
- Adobe Premiere