**Ryan Laster**

11353 Golden Ridge Lane Haslet, TX 76052

713-397-3653

Laster\_ryan@yahoo.com

**Education:**

University of North Texas, December 2007

B.A. Journalism, Broadcast News with a minor in Political Science

Focused on sports broadcasting, taking classes with Bill Mercer working on broadcasting football, baseball, basketball and the advertising side of broadcasting.

**Radio Experience:**

**94.5 FM KBCT – News Talk Radio, Waco, TX (November 2011- August 2013)**

**Duties:**

Marketing in person, by telephone, by email, and through cold calls

 Worked with Lauck Marketing and Danny Reed Marketing

Brought in individual clients including Eye City, Lochridge Priest and McGregor General Store

 Copy writing and recording of spots for clients

**Supercentex.com, Waco, TX (March 2011- August 2013)**

**Duties:**

Broadcasting radio

Live reads during the broadcasts

Marketing/sales

**University of North Texas-KNTU/NTTV(Fall 2005-Spring 2008)**

 **Duties:**

Assisted in daily writing of script for sports report on KNTU

 Recorded some stories and interviews to go on the report

 Play-by-play/color for Denton ISD area high school football/baseball/basketball on radio

 Play-by-play/color for University of North Texas men’s and women’s baskeball on television

Co-Hosted highlights show Sports Zone on North Texas Television in Fall of 2007

**KFCD 990 AM The Sports Fan- Spring 2007**

 I was part of a crew trying to get a sports station started in the Dallas area.

 Helped with running the board/producing shows

 Did on air work hosting a couple shows a week

**Other Work Experience:**

**Fisher 59, Denton, TX August 2013-Current**

 **Account Manager**

Coordinate daily with store management to determine their individualized needs

 Electronic and manual inventory at every site visit

 Manage goals and incentives, both individually and for my team

 Ensure adequate and in-date stock, appropriate pricing and signage

 Create and assign displays for products on a case by case basis

 Market new products to individual stores and manage their placement and advertising

 Adjust product distribution and placement based on profits and store needs

**7-Eleven, Denton, TX September 2003-February 2011**

 **Assistant Manager**

 Responsible for cash management

 Order, maintain inventory levels

 Ring sales and assist customers with any problems

**Crossmark, Waco and Dallas, TX October 2012-June 2016**

 **Retail Representative**

Attend resets for various accounts.

 Work with store management to get new items cut into the set and ordered.

 Provide samples and packaging for new items in the Kraft foods portfolio to get them into stores for customers to buy.

**Professional References:**

Adam Meggs

 Copywriter, Targetbase Marketing

 972-742-9124

 Darell Thoms (retired)

 Former Off-premise Supervisor, Fisher 59

 940-268-9602

 Jack Forbis

Former assistant manager at 7-11, currently Band Director at Gene Pike Middle School in Northwest ISD

940-453-3185

\*Other References Available Upon Request\*