

# Brian Bayer

2606 Sarah St | Pittsburgh, PA 15203

[brianedwardbayer@gmail.com](mailto:brianedwardbayer@gmail.com) | [brianbayer.org](http://brianbayer.org) | 412-508-7548

## Professional Profile

*A motivated and strategic communications professional with experience working in higher education and nonprofits, seeking a position in management. Demonstrated leadership experience engaged in the community.*

## Experience

### University of Pittsburgh – Pittsburgh, Pennsylvania

*Communications Manager (May 2021-present)*

Coordinate & execute strategic communications and marketing projects in digital and traditional spaces to advance the mission of the Pitt School of Health and Rehabilitation Sciences (Pitt SHRS), including initiatives in branding, social media management, graphic design, video production, website development, online learning.

*Communications Specialist (November 2019- May 2021)*

Point person for digital media in the department of Internal and External Relations for Pitt SHRS; project manager with focus on digital & social media strategy & implementation.

*Administrator (March 2017-October 2019)*

Administrative support & organization, event planning, and digital media support for the offices of communications, alumni relations, advancement, and recruitment.

### Freelance Journalist, Web Editor, Video Producer (2015-present)

Write articles about international tourism; website design & construction; search engine optimization & analytics; community video filming & production.

## Education

### University of Pittsburgh – Pittsburgh, Pennsylvania (2021)

*Master of International Development, Non-governmental Organizations & Civil Society*

GPA 3.92, Summa Cum Laude

### John Carroll University – University Heights, Ohio (2013)

*Bachelor of Arts in Communication with a focus in Broadcast Journalism and a Minor in Spanish*

GPA 3.7, Magna Cum Laude, Honors Program

### Unidad Educativa Bilingüe Nuevo Mundo – Guayaquil, Ecuador

*Language Arts Teacher (2015-2017)*

High school Language teacher at an International Baccalaureate high school in Guayaquil, Ecuador; 100% of my students who tested in my subject achieved IB Certification.

### The Same, Just Different – Guayaquil, Ecuador

*Project Manager/ General Editor (2015-2017)*

Compile, interview, organize, and assemble the hospital's story into a cohesive book for publication; experience managing a team of volunteers and fundraising.

### Rostro de Cristo – Durán, Ecuador

*Community outreach volunteer (2013-2014)*

Community engagement & outreach, immersion group leaderships, ESL instruction at bilingual middle school.

## Brian Bayer

2606 Sarah St | Pittsburgh, PA 15203

[brianedwardbayer@gmail.com](mailto:brianedwardbayer@gmail.com) | [brianbayer.org](http://brianbayer.org) | 412-508-7548

### Skills

Spanish (fluent), Leadership, Professional Writing, Budgeting, Social Media Management, Website Design & Development, SEO, Graphic Design, Video Editing, Time Management, Employee supervision, Marketing and Branding, Editing, Reporting

### Digital Platforms

Adobe Creative Suite, Microsoft Office, G-suite, WordPress, Drupal, Wix, StudentBridge, MailChimp, iModules, Advance, ApplyYourself, Canto, All Social Media, Canva, LucidPress, Qualtrics, YouTube, Concur

### Activities

Vice President, Sto-Rox Neighborhood Health Council (July 2020-present)  
Board Member, Sto-Rox Neighborhood Health Council (2019-present)  
New Leaders Council (2020)  
Johnson Institute Leadership Portfolio Program (2019-2020)  
IGNITE Catholic Youth Group (2017-2018)  
Cross Country, Track & Field (2003 – 2013)

### Service Experience

Sto-Rox Neighborhood Health Council – Pittsburgh, Pennsylvania (2019-present)  
Latino Community Center – Pittsburgh, Pennsylvania (2018-present)  
Lasagna Love – Pittsburgh, Pennsylvania (2021)  
Rostro de Cristo – Guayaquil, Ecuador (2013-2014)  
IMPACT Student Enrichment – Shaker Heights, Ohio (Spring 2013)  
Through the Eyes of a Child – Cleveland, Ohio (December 2012)  
JCU Immersion Experience – Zaragoza, El Salvador (May 2012, group leader)  
Through the Eyes of a Child – Cleveland, Ohio (December 2011)  
JCU Immersion Experience – Zaragoza, El Salvador (May 2011)  
Boy Scouts of America – Pittsburgh, Pennsylvania (1996-2009)

### Awards & Publications

- Pitt GSPIA Dean's Award Finalist
- Pitt Policy Journal, Control of Vector Borne Diseases in Informal Settlements
- Pitt Policy Journal, Editor 2019 - 2021
- Heinz Policy Journal, Single-Use Plastics
- Alpha Sigma Nu (Jesuit Honors Society), Pi Lambda (National Spanish Honors Society),
- Lambda Pi Eta (Communications Honors Society)
- Beaudry Service Award Nominee
- Tim Russert "Meet the Press" Fellowship Finalist
- Eagle Scout, Troop 335