

Peyton Bryant

Public Relations & Strategic Communications

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PROFILE

Driven by my passion for gaming and film, my goal is to assist organizations build and maintain impactful images and reputations. As of next January, I'm entering my senior year studying public relations at OU, where I'm attaining the skills necessary in the transformation of meaningful stories of businesses, organizations and studios into effective communication strategies.

RELEVANT SKILLS

Developed communication strategies and events for a gaming related student organization. Substantial course experience writing press/news releases and developing stakeholder-focused campaigns. More experience with written PR deliverables such as communications plans, media advisories, copy for social media, backgrounders/fact sheets and strategic message planners/creative briefs. Developed and presented case studies based on uses of AI in PR and Unity Technology's Runtime Fee controversy.

EDUCATION

- B.A. in Journalism and Mass Communication — Major in public relations, minor in film and media studies — University of Oklahoma, Norman, OK — Expected graduation Dec. 2024
- Tulsa Community College — 2019 - 2021

EXPERIENCE

ORGANIZATIONS

OU Game Developers Association, Norman, OK — 2022 - Present

- Outreach Assistant — Aided with organization communications and writing. Advised and assisted the development of its weekly newsletter and social campaigns. Helped in the organizing of weekly meetings and special events, including its escape room fundraiser.

Public Relations Student Society of America, University of Oklahoma — 2022 - 2024

- Fully involved with the renowned organization. Gained insight and guidance from professionals and practitioners across multiple industries spanning from Oklahoma City to New York City.

VOLUNTEER WORK

- Front desk aid — Oklahoma Blood Institute, Tulsa, OK — 2020
- Usher — Philbrook Museum of Art — 2019

EMPLOYMENT

- Bartender, Assistant Manager — The Porch, Norman — Jan. 2023 - Present
- Bartender — Blackbird Gastropub, Norman — Jan. - Dec. 2022
- Server — Waterfront Grill, Tulsa — 2017 - 2021

SKILLS

Efficient in writing using AP style. Familiar with design tools, including Photoshop, Indesign and Canva. Experienced in developing newsletters through Mailchimp. Minor experience with videography and programming.