

RYAN P. SWARTS

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Bar Certification

MISSOURI BAR | Admitted, September 2008

Education

UNIVERSITY OF MISSOURI | School of Law

Juris Doctor, certificate in Alternative Dispute Resolution, 2008

- Relevant Coursework: Intellectual property, trademark, copyright, e-commerce, freedom of speech, business organizations, antitrust, conflict theory, negotiation and trial practice.

UNIVERSITY OF MISSOURI | School of Journalism

Bachelor of Journalism, cum laude, 2005

- Recognition: Roberts Scholar & Daniel J. Kerlick Scholar

Legal Experience

LISTINGS EDITOR | Patently-O.com

Manage online job board for nation's leading patent law blog. Attract exclusive sponsors and negotiate advertising agreements. Help legal, corporate and educational employers find qualified patent attorneys nationwide. Communicate with employers to ensure the accuracy and effectiveness of their listings.

RESEARCH ASSISTANT | University of Missouri School of Law, 2007

Worked with Professor Richard Reuben to study the impact of alternative dispute resolution theory on journalism. Wrote paper on a new method for enriching the media's coverage of social conflict that integrates principles of conflict theory and conflict resolution into traditional principles of news journalism.

INTERSESSION LAW CLERK | Missouri Court of Appeals, Western District, 2006

Served as clerk to the Honorable Victor C. Howard. Listened to oral arguments of an active appeal, researched relevant case law and wrote a sample opinion for the Court.

Professional Experience

PRESIDENT/CEO | Strawsmedia L.C.

Operate strategic communications and design shop. Work as an independent consultant in the areas of web design, navigation and user interface, blogging, brand planning and search optimization. Clients include Sightline.org, Kerker Advertising Agency and the University of Missouri.

CREATIVE DIRECTOR | Columbia Missourian Online, 2006-2007

Led art direction and design for Columbia, Mo.'s online newspaper and weekly magazine. Working with editors and readers alike, established and communicated brand standards. Designed layouts, wrote front-end code and created all graphics and logos for project.

ACCOUNT COORDINATOR | Knorr Marketing Communications, 2005

Supported boutique strategic communications shop in a variety of roles. Work included the design of ads and logos, brand planning, client service, database creation and event planning.

CORPORATE COMMUNICATIONS INTERN | Sprint Corp., 2004

Wrote, edited and posted news for corporate intranet with 60,000 readers. Managed two campaigns to drive the recruitment of employee volunteers. Wrote targeted stories, mass e-mails and executive talking points. Efforts resulted in the participation of hundreds of employees in various youth charities.

STAFF WRITER | The Packer, 2003

Reported full-time for the fruit and vegetable industry's national weekly newspaper. Wrote outlook stories on major crops in addition to a weekly market update, "Trade Watch." Reported on market trends, exchange rates, crop prices, production levels, trade policies and marketing practices. Wrote life stories on industry leaders and profiles of major companies.