

>> PROFILE

Over 15 years as a dedicated creative professional I've gained a wide variety of experience in agency, freelance, in-house and startup environments. During that time I've made it a point to never say 'I can't do that' or 'that's not my job'. As a result, I've accumulated broad experience and demonstrable successes in the nonprofit, B2B, B2C, wholesale and retail CPG, print, broadcast and online media, Web and tech channels. Whether your needs are long-term or you're looking for someone on a consulting or project basis, I'd really love an opportunity to sit down with you and discuss how my past successes might prove useful in positively influencing the future of your organization.

>> SKILLS

Extensive experience in print design, Web development, brand positioning and marketing strategy; I am constantly looking for the angles others may have missed. Expert in industry standard software (Adobe Creative Cloud, Creative Suite, Microsoft Office, etc) as well as extensive skills in video & audio editing, open-source Content Management Systems and enterprise network management (Linux & Windows servers, Exchange, Office365 migration and hybrid Office 365/local environments).

>> EMPLOYMENT EXPERIENCE**> Freelance Marketing, Communication & IT Consultant | September 2014 to Present**

Specializing in business surveys, market position evaluation, process improvement, data-informed marketing budget right-sizing, design & execution of strategic digital and offline campaigns to achieve measurable results.

> Dayton Outpatient Center Group | Director of Marketing | March 2017 to January 2019

Management of external brand relations and creative direction, running the in-house agency responsible for marketing DOC-owned companies; a diverse group of 17 brands that include Direct Patient Care, Urgent Care, MedSpas, Pharmacies, Sports Medicine, Pain Management and Clinical Research divisions. DOC companies touch almost every market segment imaginable, as a result I have substantial experience creating effective omni-channel solutions for B2B, referral, retail and direct to consumer initiatives using email, print, digital, video, social and broadcast media, targeted and retargeted online channels and other constantly evolving options for reaching people where they are in their moment of need.

> Alpha Media Dayton | Marketing & Promotions Director | March 2015 to March 2017

Responsible for maintaining and elevating the public perception of Alpha Media Daytons five local market-leading radio stations. I developed and implemented station campaigns, created proposals for promotions and events, hired & managed the promotions team and vehicle fleet. I also created and executed tie-in events for external clients including on-air exposure, giveaways, social media & website posting, and event production/execution.

Additional duties included updates for all station websites, social media outlets and mobile apps, writing extensive content and creating accompanying graphics and imagery. Significant amounts of time also spent on promotions wrap-up, including budget reconciliation and post-event report packages to corporate ownership, and as point of public relations contact for all stations, identifying and managing strategic partnerships with local corporate and non-profit organizations, answering public inquiries and handling listener complaints & requests.

> AIDS Resource Center Ohio | Marketing Communications & IT Manager | September 2011 to September 2014

Responsible for the public profile of ARC Ohio, a statewide nonprofit social services organization with 13 offices and a budget of \$24 million. This includes internal and external print communications for fundraising, client acquisition and special event promotion, web development (standard SEO and paid keyword campaigns), email and social media covering a diverse population of services recipients, donors and the general public. Development and management of our 13 freestanding Web sites, each utilizing unique content to reach their specified target audience.

> Online Rewards, LLC | Designer, Creative Lead | July 2007 to September 2011

Online Rewards is an industry leader in incentive & loyalty marketing programs, employee recognition and service award program design. I oversaw our corporate branding, making sure that the sum total of our various campaigns and initiatives carried a consistent message as we worked toward year-over-year growth goals and 4-year-running inclusion on the Inc 5000 list of fastest growing companies. Additionally I conceptualized, executed and managed implementation of client programs and marketing collateral by a staff of designers, developers and outside vendors.

>> COMMUNITY INVOLVEMENT

Through my involvement as VP of Membership for the Cincinnati AIGA Chapter I'm able to contribute to the continual enrichment and inspiration of my colleagues and peers. In healthcare philanthropy I am privileged to help produce Masquerage, a yearly masked gala. Now in its 17th year, Masquerage draws over 1000 people annually, raising \$125,000 each year for ARC Ohio, a Dayton-based, statewide nonprofit serving those with or at risk of HIV/AIDS.

>> EDUCATIONAL BACKGROUND**Sinclair | ATS Program, Marketing & Visual Communication**

Concentrations in marketing, typography, design and color theory, method and practice, offset & screen printing, photo and video for fashion, commercial, industrial and journalistic application.

> *Additional info online at ryanosborne.net*