

RYAN R. REYNOLDS

123 East Street • Seattle, Washington 99999
Phone: (858) 858-8585 • Email: sandy@sanderson.org

STRATEGIC MARKETING EXECUTIVE WITH 8+ YEARS OF TRADITIONAL AND INTERACTIVE MARKETING EXPERIENCE

PROFESSIONAL PROFILE

A highly creative, self-directed, and results-oriented marketing executive fully fluent in interactive and Internet technologies and tools. Proven track record of expanding business and building consumer affinity relationships. Initiated groundbreaking programs and delivered large revenue gains. Forward-thinking leader and enterprising problem-solver with “hands-on” management style known for tenacity, tactical vision, and keen bottom-line focus. Effective motivator, trainer, and team-builder with exceptional communication and negotiation skills accustomed to increasing market share, driving revenue, and containing costs. Articulate and creative problem solver serving as corporate ambassador to clients, staff, executive management, and key internal/external stakeholders. Strong organizational, technical, and analytical skills.

CORE COMPETENCIES

- *Strategic & Market Planning*
- *Brand-Building*
- *Personnel Management*
- *Segmentation Analysis*
- *Market Research/Analysis*
- *Corporate Representation*
- *Project Management*
- *Search Engine Optimization*
- *Product Positioning*
- *Budgeting/Cost Containment*
- *Social Marketing*
- *Focus Group Moderation*
- *Consumer Relations*
- *Team Development/Training*
- *Revenue Enhancement/Growth*
- *Product Launch/Execution*
- *Customer Loyalty*
- *Analytics Implementation*
- *Archetype Development*
- *Executive Presentations*
- *Operational Planning*

PROFESSIONAL EXPERIENCE

ABC Media, Inc. Pittsburgh, Pennsylvania Feb.2007 - Present

Web Director/Marketing Strategy

- Managed strategy, marketing, production, and technical development of www.milspouse.com, msoy.milspouse.com, www.gijobs.com, www.navoba.com, www.militaryfranchising.com, www.giedu.com, www.victorymediainc.com, as well as the Victory Media intranet.
- Developed the MilSpouse.com social network which features full “Facebook-level” social networking functionality.
- Implemented the Ektron CMS 400.NET content management system (CMS).
- Executed an effective web analytics program (Web Trends and Google Analytics).
- Performed segmentation analysis and archetype development for the military spouse and veteran owned business markets.
- Collaborated on the development of product strategies for all brands.
- Designed, coded, and analyzed market research and readership surveys for all print and electronic brands using Vovici survey software.
- Coordinated and moderated focus groups for all brands.
- Created and applied an Idea Bank and New Product Development process based on the Stage-Gate method.

Results/ Accomplishments:

- Increased registered users 1600% on www.milspouse.com in sixteen (16) months, 2007 - 2009.
- Honoree, Most Valuable Employee, 2008.
- Increased visitors to www.milspouse.com 500% in ten (10) months, 2008.
- Doubled conversion percentage on www.navoba.com, 2008.
- Produced thousands of conversions on www.militaryfranchising.com, 2008.

PROFESSIONAL EXPERIENCE (CONTINUED)**Corporate, Inc.****Pittsburgh, Pennsylvania****Sept. 2001 - Feb. 2007***Director of Business Development*

- Directed all sales and marketing functions of Corporate Accommodations; reported directly to the President/Chief Executive Officer.
- Monitored and controlled the supply/demand of all apartment/temporary housing inventory; disposed of inventory in requisite areas.
- Supported and supervised sales representatives; led hiring, staffing, and training efforts for the inside and outside sales department along with sales coordinator personnel.
- Managed a team of ten (10) via teleconference to redesign the Corporate Housing Providers Association website at www.chpaonline.org.
- Established new sales territories; prepared strategic plans to penetrate.
- Evaluated revenue and expenses for future marketing and sales promotion plans; implemented short-term and long-term goals for the marketing department.
- Led all on-line marketing efforts including Web site design, maintenance, and e-commerce initiatives.
- Conducted ongoing market research with clients by analyzing data; generated appropriate reports and communicated findings.

Results/ Accomplishments:

- Spearheaded aggressive sales and marketing efforts that led to a market share increase of 36% over a five-year period consequently reducing the number of direct competitors from two to one, 2002 - 2007
- Developed a sales and marketing staff that realized record high occupancy and gross sales numbers for 19 consecutive months, 2005 - 2006.
- Created the first online reservation processing system in the industry, 2005.
- Produced and implemented strong Search Engine Optimization and Pay-per-Click strategies which generated 18% of all new sales, the largest source of new revenue in the company, 2005.
- Promoted from Sales and Marketing Manager to Director of Business Development, April 2004.
- Devised a new pricing structure that yielded an increase of 5% in gross sales dollars, 2004.
- Speaker, Corporate Housing Providers Association Annual Conference. Presentation: Boost Your Rank: Rewards of Internet and Market Positioning, 2004.
- Winner, "Most Creative Marketing" Award, Corporate Housing Providers Association, 2003.

EDUCATION**Katz Graduate School of Business, University of Pittsburgh, Pittsburgh, Pennsylvania**

Master of Business Administration, Marketing

Expected Graduation Date: July 2009

University of Pittsburgh, Pittsburgh, Pennsylvania

Bachelor of Arts, Communication/Media

Cum Laude

Graduated: December 2001

AFFILIATIONS

- Member, American Marketing Association, 2006 - Present
- Member, Communications Committee, Corporate Housing Providers Association, 2003 - 2006
 - Communication Committee Chair, Corporate Housing Providers Association, 2004
 - Member, Marketing Sub-Committee, Pittsburgh Human Resources Association, 2004
- Member, Annual Conference Committee, Pittsburgh Human Resources Association, 2003 - 2004

References Furnished Upon Request