

# Ryan Mayer

Digital Marketer



rcmayer.com

## EMPLOYMENT

### 2011-Present | *Children's Theatre Company* **Digital Marketing Manager**

- Designed and maintained website (childrenstheatre.org)
- Managed staff of graphic designers
- Managed video production from concept to creation
- Led award winning social media campaigns
- Tripled Facebook audience in first two years
- Created targeted email campaigns
- Planned and executed online advertising campaigns
- Managed and reported analytics and heatmapping
- Created multiple websites and interactive online elements

### 2005-2011 | *The Jungle Theater* **Box Office and Web Manager**

- Responsible for all tickets and concessions sales
- Responsible for staff front of house department
- Created email campaigns
- Designed and maintained website
- Prepared sales reports and analyzed trends
- Database creation and maintenance

### 2003-2005 | *United Hospital* **Administrative Coordinator**

- Database creation and maintenance
- Transcription (including medical terminology)

## FREELANCE

### 2010-Present | *rcmayer designs* **Freelance Designer**

Freelance web design, maintenance and analytics. See more at rcmayer.com.

### 2014 | *Viacom* **Production Assistant-MLB Off the Bat**

Served as production assistant for Viacom's MLB Off the Bat program airing on MTV2. 2014 MLB All Star Game episode.

## EDUCATION

B.A. in Communications | *Hamline University*, 2005  
Dual Minors in Theater and Political Science

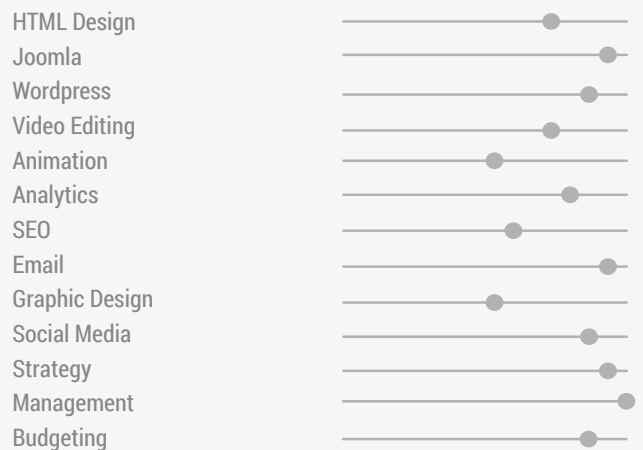
Marketing Intern | *The Saint Paul Chamber Orchestra*  
2004

Production Intern | *Fox Sports Net North*  
2004

## TECHNOLOGY

**Web Development:** HTML, Joomla, Wordpress, OmniGraffle, Dreamweaver **Email:** PatronMail, Mail2, MailChimp, Constant Contact, Word Fly, Campaign Monitor **SEO & Advertising:** Google Analytics, CrazyEgg, Hotjar, Google Grants, Google Web Designer **Graphics:** Illustrator, InDesign, Photoshop, Fireworks **Video:** Premiere Pro, Audition **Animation:** Edge Animate, AfterEffects **Ticketing:** Tessitura, TNEW, Choice, Ticket Turtle **Office:** Word, Excel, Access, Outlook

## SKILLS



## CONTACT DETAILS

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