

Ryan Mayer

Digital Marketer



rcmayer.com

EMPLOYMENT

2018-Present | Saint Paul College Social Media, Web, Marketing Strategist

- Managed Social Media for College
- Developed/Maintained Webpages & elements
- Managed video production from concept to creation
- Created targeted email campaigns
- Planned and executed online advertising campaigns
- Managed and reported analytics
- Project Management

2017 | Go Media Senior Manager, Social Strategy

- Managed social media accounts for news site
- Managed social media accounts for two radio stations
- Conceived and implemented paid social media buys
- Strategized content marketing campaigns
- Managed video production

2011-2017 | Children's Theatre Company Digital Marketing Manager

- Designed and maintained website (childrenstheatre.org)
- Managed staff of graphic designers
- Managed video production
- 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 elements

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

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

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 a 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

Social: Sprout Social, Brand24, Hootsuite, CrowdTangle, RiteTag

SEO & Advertising: Google Analytics, CrazyEgg, Hotjar, Google Grants, Google Web Designer

Graphics: Illustrator, InDesign, Photoshop, Fireworks

Video: Premiere Pro, Final Cut, Audition

Animation: Edge Animate, AfterEffects

Ticketing: Tessitura, TNEW, Choice, Ticket Turtle

Office: Word, Excel, Access, Outlook

CONTACT DETAILS

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