

# Ryan Mayer

Director of Marketing

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## EDUCATION

### GCERT

**Design of User Experience**  
Metropolitan State University

### BA

**Communications**  
Hamline University

### Marketing Intern

The Saint Paul Chamber  
Orchestra

### Production Intern

Bally Sports North  
(formally Fox Sports North)

## MEMBERSHIPS

### American Marketing Association

Minnesota Chapter

### National Council for Marketing & Public Relations

District 5

## FREELANCE

### rcmayer designs

Web, Video, and Digital  
Marketing

### Viacom

P.A. *Off the Bat* from the MLB  
Fancave

## SKILLS

- Web Design
- Video Production
- Social Media
- Communication
- Leadership

## PROFILE

Over 15 years of progressively responsible marketing experience emphasizing digital content and data-driven results. Demonstrated ability in web development/design, online advertising, email, social media, video production, and analytics. Experienced with team development, leadership, and project management.

## WORK EXPERIENCES

### Interim Executive Director of Marketing and Communications

Saint Paul College | 2020 - Present

*One of the region's largest community and technical colleges and a member of Minnesota State, Saint Paul College has provided affordable, quality education for over 110 years.*

- Managed in-house marketing team and all outside vendors and agencies
- Oversaw development and implementation of the budget
- Identified priority markets and aligned advertising to drive enrollment
- Lead development and implementation of all advertising and media plans, collaborating across multiple departments
- Served on the cabinet and executive cabinet, providing leadership at the highest level of the institution

### Social Media, Web, and Marketing Strategist

Saint Paul College | 2018 - 2020

- Developed and executed all digital marketing efforts, including search, social, display, preroll, streaming, SEO, and email
- Produced compelling video content from concept to creation
- Managed social media

### Senior Manager - Social Strategy

Go Media | 2017

*Locally owned and operated as part of the Pohlad Family of Companies, Go Media properties included radio stations Gog5.3, Gog6.3, and GoMN News.*

- Managed social media accounts for radio stations and news site
- Strategized content marketing campaigns

### Digital Marketing Manager

Children's Theatre Company | 2011 - 2017

*Children's Theatre Company is the largest theatre for young people in the United States and the first to win the Tony® Award for Outstanding Regional Theater.*

- Created multiple web and multimedia features
- Lead team of graphic and interactive artists
- Created award - winning social media campaigns

### Box Office and Web Manager

The Jungle Theater | 2005 - 2011

*Founded in 1991, the Jungle Theater counts among its credits a dozen Ivey Awards and numerous top production awards from critics.*

- Hired and lead front of house staff
- Created website and launched online ticketing
- Prepared sales reports and analyzed trends