

Jason Ryan

MARKETING DIRECTOR

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📷 @ryanraj

EDUCATION

MARKETING (B.S.)

Le Moyne College, 2006-2010

HONORS/AWARDS

1st Place Overall Social Media Campaign

International Association of Fairs and Expos, 2010, 2012, 2014, 2015

Speaker at Pulp

Syracuse University Marketing Club
2018, 2019, 2021

Syracuse 40 Under 40

2019 Winner

Masterclassing

Keynote Speaker 2021

Robert H Attridge, Sr. Award

2021 Winner

SKILLS/SOFTWARE

Adobe Suites

InDesign, Illustrator and Photoshop

Google & Microsoft Suites

Meltwater, SOCI & Lava Surf

Digital listening tools

Marketing Cloud & Salesforce

Monday & Slack

Enterprise Social Platforms

BOARDS

GiGi's Playhouse

Board Vice President

2019-2021

Hunting Family Center

Marketing Chair

2018-2021

Le Moyne College Alumni Board

2017-present

DIGITAL – BRANDING - SOCIAL – CAMPAIGN – DESIGN - PR

Talented senior marketing strategist with 11+ years of experience developing initiative-based and strategic content across multi-platforms while driving awareness and engagement. Demonstrates expertise in digital development, planning, brand awareness, and execution of marketing plans and promotions. Passion for delivering customers a brand that will create an impact.

EXPERIENCE

DIRECTOR OF DIGITAL MARKETING

Real Estate Board of New York Jan 2022 - Present

- Oversee the execution of content design, social media, and paid media strategy. Built a full report tracking system to monitor results.
- Spearheaded the website redesign, including the management of the agency, and content strategy; establish processes and procedures to ensure successful delivery and ongoing functionality of websites.
- Redeveloped branding to make a cleaner more modern feel for the company while showcasing the 127 years of history.
- Identify new opportunities within email marketing to streamline and produce content that would get higher open and click rates.
- Increased company culture through internal marketing.
- Oversaw and developed the yearly membership campaign to bring in company dues sooner.

MARKETING DIRECTOR

Dinosaur Bar-B-Que Jan 2017 - December 2021

Responsible for development and execution of integrated marketing campaign plans and related budget; hired, trained, and managed marketing and support teams for a \$50 million company.

- Instrumental in all design and expression of culture/brand marketing internally and externally, including a full company rebrand launch in 2021.
- Co-developed multiple consumer goods, while collaborating with a PR agency, on product launches and affiliate programs.
- Implemented full digital strategy campaigns while looking outside traditional platforms and incorporating new techniques like Bumble, Waze, Amazon, and more to increase all traffic and presence online.
- Grew customer experience and relations through the development of chatbots and customer retention plans, helping to answer over 250,000 chats in the first 6 months.
- Developed weekly and monthly reporting summarizing analytics for hits and misses for future development by the department.
- Collaborated via partnerships with major brands like Lyft, Buffalo Bills, and more to expand awareness and gain new customers.
- Launched community events focusing on charity and inclusion.

ADJUNCT PROFESSOR

Syracuse University Jan 2019 - May 2023

The goal of 'Social Media in the Organization' is to provide an overview of "social media" – and how its use has changed organizations, and ways to strategically, effectively communicate through different social platforms within and beyond the organization to achieve goals.

- Focus on "Listening" and "Talking" to your customers.
- Tracking ROI, sentiment, and providing social currency for a company.
- Overviewed analytics and the effects on messaging.