

# Jason Ryan

MARKETING DIRECTOR

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## 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

### REBNY

**VICE PRESIDENT OF DIGITAL MARKETING** Mar 2024 - Present

**DIRECTOR OF DIGITAL MARKETING** Jan 2022 - Feb 2024

- Led the creative strategy and 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 129 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 and chaired social engagement committee.
- Oversaw and developed the yearly membership campaign to bring in company dues sooner.

### Dinosaur Bar-B-Que

**MARKETING DIRECTOR** Jan 2017 - December 2021

Responsible for the 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.

### Syracuse University

**ADJUNCT PROFESSOR** 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.