

# Ryan Rodriguez

RyanStevenRodriguez@gmail.com | (425) 879-0049 | yourneighborryan.com | Mukilteo, WA

## PROFESSIONAL EXPERIENCE

---

### ATAK Interactive

#### *Creative Strategist*

Jun 2020 – present  
Los Angeles, CA

**Strategy Planning:** Built and executed a viable marketing plan for a growing SaaS startup, driving total revenue to increase by 20%

- Organized and led strategy development sessions to establish the company vision, product positioning, and buyer's journey
- Conceptualized the brand messaging and tone used across all marketing efforts
- Oversaw the implementation and performance of all marketing initiatives to ensure efforts were leading to growth

**Revenue Operations Integration:** Unified sales and marketing departments to ensure efforts were aligned and working cohesively

- Developed a marketing automation implementation plan to automate labor-intensive sales and marketing processes
- Successfully launched digital advertising campaigns that increased digital leads by 25%

**Project Management:** Redesigned and launched an eCommerce website that achieved a total sales growth of 82%

- Designed a new site map that optimized user experience for both B2C and B2B audiences
- Led internal cross-functional teams to ensure client deadlines were being hit

#### *Inbound Marketing Coordinator*

Feb 2019 – Jun 2020

**Content Strategy:** Expanded brand's Google footprint and increased website traffic, resulting in organic leads increasing by 24%

- Produced engaging content and videos that targeted specific keywords, boosting the brand to organically rank in the top 5 of over 80 keywords
- Restructured all website landing pages to optimize the conversion rate, leading to an improvement of 32%

### HIA Technologies

#### *Marketing Associate*

Nov 2018 – Feb 2019  
Los Angeles, CA

**Product Marketing Strategy:** Collaborated with VP of Business Development to execute the marketing plan based on new product positioning

- Supported lead generation efforts by producing content for outbound sales funnels and other digital marketing channels, leading the company to gain its first paid customer

#### *Business Development Coordinator*

Apr 2018 – Nov 2018

**Market Research Analysis:** Conducted extensive industry research and competitive analyses to identify business strengths, opportunities, and threats

- Consolidated key findings and presented the report to internal stakeholders

### Brandtailors

Sep 2016 – Jan 2018  
Newport Beach, CA

#### *Copywriter*

**Campaign Management:** Launched a weeklong fundraising campaign for a local foodservice restaurant, generating \$30,000 in total proceeds

- Collaborated with the Creative Director to conceptualize the messaging and design for all campaign materials including ad creative, social media, and in-store collateral

## EDUCATION

---

### B.A. Public Relations & Advertising

Orange, CA

Chapman University