



(646) 515-0638
info@ryananderson.co.uk
ryananderson.co.uk

EXPERTISE

Visual Design
Print Production
Creative Direction
Digital UX + UI
User & Web Analytics
Digital Marketing
Branding

SKILLS

Adobe CS
Typesetting
Color Theory
Layout/Composition
Office 365
Google Suite
Google Data Studio
Hubspot
Data Visualization
Sketch/Figma
Wordpres
E-Commerce Mgmt
Email Marketing
Social Media
Content Generation
Photography Direction

RYAN ANDERSON

I'm a California-based, multidisciplinary creative leader – a graphic designer by trade with more than 20 years of experience in visual content development, digital marketing, and brand management. My passion: combining data and design to create impactful campaigns that generate actionable results.

PROFESSIONAL EXPERIENCE

MARKETING MANAGER

Raydoor Inc., New York, NY

Feb 2015 - Present

Generating creative and visual content while managing annual department budget. Working closely with sales and executive teams to utilize user data to inform design decisions and marketing strategy.

- Coordinating multi-channel marketing strategies
- Analyzing advertising returns and reporting to executive teams
- Development of ecommerce and lead gen web platforms
- Project management and design for print production

DIRECTOR OF MARKETING & VISUAL COMMUNICATIONS

Bear Valley Music Festival, Bear Valley, CA

Dec 2013 - Dec 2014

Creative director responsible for design and implementation of complete re-brand and season marketing strategy. Deliverables included: in-house collateral material, full website redesign, leveraged marketing campaigns with national media outlets and collateral suite.

- Updated ticket purchasing process and customer journey
- Full print branding and collateral redesign
- Email broadcasts and social media management

MARKETING SUPPORT SPECIALIST

DMC Green, Stockton, CA

Jan 2010 - May 2011

Created a brand toolkit to coordinate the brand requirements of national oil companies to uphold their specific standards and regulations. Developed sales and consumer awareness materials.

- Provided design direction for redesign of company website
- Delivery of large scale production graphics
- Photography direction



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CERTIFICATES

Storytelling for Business

Hubspot Inbound Sales
and Marketing

Psychology of
E-commerce

Gestalt Psychology
and Web Design

RYAN ANDERSON

PROFESSIONAL EXPERIENCE (CONT.)

GRAPHIC DESIGN CONSULTANT

UNICEF, New York, NY

Feb 2007 - Jan 2009

A member of the design team responsible for supervision of global brand policy. Assisted senior staff members with project development and helped to coordinate production with outside vendors. Developed user templates for in-house documents and local intranet microsites.

ONLINE MARKETING COORDINATOR

Athleta, Petaluma, CA

Oct 2002 - Feb 2006

Managed e-commerce site. Daily page updates and traffic monitoring. Technical support for user reported issues. Assisted with retouching and color correction of photos for print catalog. Collaborated with marketing team members to develop weekly customer e-mail campaign.

RECENT FREELANCE PROJECTS

PRODUCT CATALOG DESIGN

Harp Design Co.

BRAND REDESIGN

Lila & Sage Catering

BROCHURE REDESIGN

Calaveras Winegrape Alliance

DATA VISUALIZATION

UNICEF

REBRAND COORDINATION

Brice Station Vineyards

NEWSLETTER LAYOUT

UNICEF

PERSONAL REFERENCES

STUART MAST

Owner, Brice Station Vineyards
contact upon request

GEORGE BASHI

V.P. Of Engineering Infrastructure, Yelp
contact upon request

CRAIG WEIDHORN

Co-Owner, Harp Design Co.
contact upon request

ZANE LACKEY

Co-Founder, Signal Sciences
contact upon request