

GORDON RYAN

gordon@gordon-ryan.com | (617) 413-7123
www.gordon-ryan.com

To the good people at the UC Berkeley College of Engineering:

I'm a higher-ed communicator, writer, and marketer by trade and by passion. For more than seven years, I have led digital and traditional marketing efforts at Boston University and UNC Chapel Hill, driven PR campaigns for high-tech companies, and written articles and copy for magazines, blogs, websites, and newsletters. I am eager to bring my broad marketing-communications and writing skills to a university I deeply admire and I believe the Assistant Director, Communications role in the College of Engineering at The University of California, Berkeley is the perfect opportunity for me to do so.

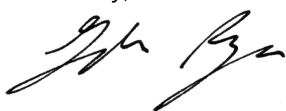
As the Publications, New Media, and Promotions Administrator in the Department of Electrical & Computer Engineering at Boston University, I developed and managed communications programs, publications, content development, publicity efforts, and websites designed to appeal to varied audiences including prospective students, alumni, and the media. My writing responsibilities included all news/feature articles and content for the Department's website, publications, email campaigns, annual reports, promotional materials, and social media efforts. My efforts at BU were a driving force behind increases in funding, quality applicants to both undergraduate and graduate programs, and participation in Department-sponsored lectures and events. The communications programs I initiated also influenced similar strategies in other departments, both in the College of Engineering and in other University entities.

My experience at BU proved invaluable in my time at UNC's Center for Black Culture and History, where I promoted cultural events and acclaimed art exhibitions in addition to my primary marketing and writing responsibilities. In this role I was the primary writer, editor, and manager for the Center's website, widely distributed semi-annual newsletter, promotional materials, press releases, and email campaigns. My work there was consumed by hundreds of donors, thousands of email and newsletter subscribers, and was regularly republished by the University and local media outlets.

Prior to my university career, I was at Schwartz Communications, one of New England's top PR agencies, where I was a key public relations specialist for software and web clients. While there, my writing abilities quickly impressed my managers, which resulted in me becoming a primary author for my teams' press releases and pitches. Before Schwartz, I was a contributing writer for two major Australian music magazines, *Australian Guitar* and *Blunt*. While there, I wrote a mix of cover stories, features, news pieces, and reviews, and interviewed internationally famous musicians.

I'm a driven worker with a multidisciplinary background, a history of personal and professional writing, and a keen understanding of communications in higher education. I want to utilize my creativity and professional experience to help one of the world's best schools achieve even more. I would be thrilled to discuss with you how I could make your team even more exceptional.

Sincerely,



Gordon Ryan

Dynamic and driven higher education marketing-communications professional with more than seven years of experience and a master's degree in advertising. Strong writer with a background in developing and executing successful digital and traditional marketing and communications plans targeting a variety of technical and lay audiences. Strong advocate for analytics and accountability. Skilled at managing cross-functional teams on highly visible projects.

> KEY COMPETENCIES

- ▶ New media and traditional media strategy and execution
- ▶ Social media
- ▶ Email marketing
- ▶ Marketing analytics
- ▶ Writing/editing
- ▶ Media and community relations
- ▶ Content marketing and content management
- ▶ Search Engine Optimization (SEO)
- ▶ Project management
- ▶ Adobe Creative Suite
- ▶ Photo/video/graphic creation

> EXPERIENCE

INDEPENDENT MARKETING COMMUNICATIONS CONSULTANT

2009–present

- ▶ Provide marketing, communications, social media strategy, and design services to clients including Duke University, Boston University, The University of North Carolina, Mersana Therapeutics, and Boston Scientific.
- ▶ Develop marketing materials including annual reports, newsletters, presentations, and websites.

GORDON RYAN PHOTOGRAPHY

2009–present

- ▶ Professional photography for corporate clients and individuals/families.
- ▶ Grew business to more than 20 clients in nine months through social media and word-of-mouth marketing. Realized profits within the first year.

SONJA HAYNES STONE CENTER FOR BLACK CULTURE AND HISTORY, UNC, Chapel Hill, NC

2010–2011

Public Communications Officer

- ▶ Primary writer and editor for all online and print marketing, communications, and publicity efforts.
- ▶ Developed and implemented strategies to improve quality and reach of social media and public relations activities, resulting in approximately 50% increase in program participation despite 20% budget cuts.
- ▶ Revamped media/community relations program, expanding targeted audience and reducing costs/time.
- ▶ Led creation of reusable publicity materials, realizing a 45% decrease in annual marketing spending.
- ▶ Managed website content development and data structure.
- ▶ Implemented new email marketing strategy utilizing industry leading tools.
- ▶ Utilized streaming and social video to bring high-profile events to broader audiences.
- ▶ Served as gallery/museum manager for acclaimed photography exhibit.

DEPARTMENT OF ELECTRICAL & COMPUTER ENGINEERING, BOSTON UNIVERSITY, Boston, MA

2005–2010

Publications, New Media, and Promotions Administrator, 2007–2010

- ▶ Established College of Engineering's first formal departmental marketing communications program, which served as a blueprint throughout the College. Assisted other departments with implementation.
- ▶ Selected as Chair of Communications Committee. Oversaw team of eight senior faculty/administrators.
- ▶ Wrote, edited, and managed all copy for online and print publications and publicity efforts.
- ▶ Revamped digital marketing programs, realizing an increased communications reach of more than 400% to relevant audiences. Developed and executed social media strategies (including Facebook, Twitter, YouTube, LinkedIn) tailored for students, faculty, alumni, prospectives, and media.
- ▶ Recommended and developed new website to target more prospective students and enhance visibility. Increased web traffic by more than 120% through SEO and social media efforts.
- ▶ Member of University-wide group created to review and recommend central communications initiatives.
- ▶ Designed/created traditional marketing pieces including annual reports, direct mailings, and brochures.
- ▶ Directly managed Junior Design and Communications Assistants.
- ▶ Implemented analytics tactics to measure the effectiveness of both traditional and digital marketing programs.

Senior Program Coordinator, 2005–2007

- ▶ Developed digital administration and communication tools driving time and resource savings.
- ▶ Hired and managed more than 25 student employees. Created first student employee handbook, decreasing training time by approximately 75%, increasing retention by 33%, and improving quality of performance.

SCHWARTZ COMMUNICATIONS, Waltham, MA

2004–2005

Assistant Account Executive

- ▶ Work for client LogicLibrary helped team earn the agency a Publicity Club of New England Bell Ringer award for “Best Product/Service Publicity: High-Tech Campaign.”
- ▶ Recognition as a strong writer and strategist earned responsibilities for press releases, bylined articles, and media pitches for business technology, IT security, and digital clients.
- ▶ Managed successful awards programs for several accounts.
- ▶ Media relations efforts resulted in placements at the regional, local, business, and trade levels.

nextmedia, Sydney, Australia

2003–2004

Contributing Writer

- ▶ Conducted interviews with high-profile musicians for music magazines *Australian Guitar* and *Blunt*.
- ▶ Authored and copyedited feature articles, album reviews, and news reports, including two cover stories.

> EDUCATION

BOSTON UNIVERSITY, Boston, MA

Master of Science, Advertising, January 2010
3.70 GPA; strategy and new media concentration; master’s thesis on the ROI of social media

Bachelor of Arts, Philosophy, May 2004
Dean’s List; National Society of Collegiate Scholars; journalism internship in Sydney, Australia, student newspaper staff; Creative Director for student magazine

> VOLUNTEER

Habitat for Humanity; Special Olympics of North Carolina; animal shelters and similar charities; Communications Chair, Fuqua Partners (Duke University MBA spouse/partner program).

> OTHER INTERESTS

Writing; photography; blogging; sports (baseball, football, golf, soccer, tennis); social media; music composition and performance (guitar, bass, digital); philosophy; history; political science; technology.