

RYAN M. CYKIERT

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EXPERIENCE

Digital Marketing Specialist at General RV Center

March 2017 - Present

- Manage a \$1.5 million digital marketing budget
- Lead generation through paid advertising (Google Adwords, Bing and Facebook)
- Helped set a new company record in RV sales in 2017 (Just under \$1 billion)
- Developed a digital marketing strategy
- Created a Reputation Management program (Yext and Sprout Social)
- Social media marketing and management for 12 RV dealerships nationwide (Facebook, Twitter, YouTube, Pinterest, Yelp, Reddit and Instagram)
- Analyze marketing data and report on KPIs for strategy development with business partners (Google Analytics)
- Manage & develop email marketing initiatives (Bronto)

Web and Digital Marketing Manager at Lingenfelter Performance Engineering

July 2016 - March 2017

- Lead in develop and manage execution of web and digital marketing plan
- Develop digital strategy to support sales effectiveness
- Partner relationships and co-marketing activities (events and programs)
- Manage execution of online media - event, PR, and sales initiatives
- Create digital support platform(s) for product launches
- Develop and monitor regular social media activity
- Networking digital activity with business partners
- Create and execute digital plans aligned to annual activity and promotional calendar

Creative Lead / Social Media & Analytics Manager at Lingenfelter Performance Engineering

August 2013 - July 2016

- Managed email marketing initiatives
- Directed and created assets for Lingenfelter Performance Engineering social media (Instagram, Twitter, YouTube, Facebook, Google+, Tumblr, Reddit, and Pinterest)
- Starred in, produced and edited videos for the web to promote The Lingenfelter Car Collection
- Assisted in executing and promoting Lingenfelter Cars & Coffee and other charitable events
- Brand representative at promotional events
- Coordinated between vendors and management to assist with promotions, ads and events
- Designed, developed & executed profitable email marketing campaigns through Listrak
- Helped evolve the Lingenfelter brand through digital media
- Experience using CMS (Miva)
- Strategic consulting, including web design and branding, to make the Lingenfelter website more user friendly
- Used Google Analytics to better website usability
- Coordinated events by assigning tasks, configuring display layout, and providing marketing materials
- Designed print materials (pop-up display signs, tent, trailer, brochures and hero cards)
- Automotive photography for marketing materials
- Produced and edited product images for print and web
- Utilized problem solving skills to execute design that best represented the brand
- Communications with our Public Relations
- Designed and developed a new version of the Thomson Automotive's website for 2015
- Consulted with vendors about marketing future products

Interactive Designer/Developer at HoMedics

September 2011 – August 2013

- Consumer Electronics Brands worked on: HoMedics, The House of Marley, myCharge, myBaby, Powerbag,

Powermat and HMDX Audio.

- Worked on making the website user friendly
- Manage customer product reviews through our CMS (Magento)
- Consulted with clients about various aspects of website construction
- Created and edited images and graphics for website use
- Leveraged existing assets to create promotional area on homepage
- Significantly improved 'add to cart' icon design
- Designed templates of approved landing pages/email layouts
- Developed & executed profitable email marketing campaigns through Campaign Monitor.
- Kept updated on email marketing best practices
- Used Google Analytics to better website usability
- Presented work to team and external stakeholder
- Produced and edited product 360 images
- Utilized problem solving skills to execute design that best represented the brand
- Maintained and created assets for HoMedics social media
 - (Twitter, YouTube, Facebook, Google+, and Pinterest)
- Directed, produced and edited product videos for the web

Email Marketing Specialist - Developer at The Federal Group

Contract, July 2012 – November 2012

- Design, Develop and Management of Email Marketing Campaigns.

Interactive Designer - Contractor at HoMedics

Contract, July 2011 - October 2011

Interactive Designer - Intern at HoMedics

Contract, June 2010 - June 2011

Caddie at Knollwood Country Club

April 2002 - June 2011

- Applied interpersonal skills to connect with members

Logo Designer - Contractor at Smartfinds Internet Marketing

Contract, March 2011

- Designed logo for client's brand

SKILLS & EXPERTISE

Design: Web Design, Graphic Design, Logo Design, HTML emails

Marketing/Media: Social Media Marketing, Email Marketing (Design/Development), Online Advertising, Videographer, Photography, Commercial Product Photography, Video Editing

Computer: Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Final Cut Pro, Microsoft Office, Mac OS X, HTML/CSS

Other: Experience using jQuery, Magento, Campaign Monitor, Mail Chimp, Listrak, User Experience

EDUCATION

Dale Carnegie, Novi, Michigan
Sales Advantage Program

Spring 2014

University of Michigan, Ann Arbor, Michigan
Bachelor of Fine Arts, Graphic/Web Design

May 2011

Activities and Societies: Chick Evans Caddie Scholarship

For more information on my experience, please visit my LinkedIn profile at www.linkedin.com/in/ryancykiert or my personal website, www.RyanCykiertDesign.com.