

d

darren ryan



MY JOURNEY

My journey has been full of unique and diverse experiences allowing me to build a strong portfolio of work, skills and expertise. I have worked on everything from designing and building out video production studios and creative labs to building world-class creative teams and in-house business models - all to deliver agency-quality creative and strategy.



THE *Coca-Cola* COMPANY

CMG
COX MEDIA GROUP

COX
ENTERPRISES

Coca-Cola Studios

SPARXOO



 **SYSTEMSOFT**
TECHNOLOGIES



benevolink

EXPERIENCED LEADERSHIP

Building World-Class, Agency-Quality Creative Teams
High-performance Creative Leadership
Intrapreneurial + Passionate Spirit
Engagement + Stakeholder Trust
Innovative Catalyst





LEADERSHIP STYLE

People are at the core of everything I do. Empowering an individual to create and deliver at their highest potential gives me the greatest satisfaction.



CREATIVE LEADERSHIP

Design + Experience
Copy + Content
Interactive + Immersive
Video Production
Live Event Production
Emerging Technologies
Creative + Art Direction
Photography
Creative Operations





EXPERIENCE THAT DELIVERS

Industry Experience:

Retail, CPG, Media, Non-Profit, Hospitality, Technology
Marketing Strategy, DTC, eCommerce

Advanced Leadership Experience:

In-house and Agency (various sized teams, remote and onsite)

CORE EXPERTISE + SKILLS

- + Creative Direction
- + Art Direction
- + Visual Design
- + Copywriting
- + Video Production
- + Web + Mobile Design
- + Mobile Design
- + Event Production
- + Storytelling
- + Social Media
- + Interactive Design
- + Interaction Design
- + User Experience (UX)
- + User Interface Design (UI)
- + Customer Experience (CX)
- + Generative AI
- + Augmented + Virtual Reality
- + Brand Development
- + Brand Identity
- + Brand Strategy + Platforms
- + Creative Strategy
- + Concepting + Ideation
- + Advertising Strategy
- + Content Development + Strategy
- + Campaign Development + Strategy
- + Creative Production
- + Trend Monitoring
- + Omni-Channel Strategy
- + Design Thinking
- + Photography
- + In-House Agency Creation
- + In-House Agency Development
- + In-House Leadership
- + Creative Operations
- + Cross-Functional Leadership
- + Executive Creative Leadership
- + Coaching + Mentoring
- + Marketing Strategy
- + Team Building + Development
- + Workshop Design + Facilitation



d

“

Darren is a smart, thoughtful creative leader who always has the highest quality as his ultimate goal. His ability to connect with designers and coach them through inspiration is unmatched.

Amber Carabello,
Vice-President, People & Culture



There are a lot of creative people in this world, but it's rare to find someone with the breadth of skills and experience Darren brings to the table. From design to storytelling to immersive experiences, Darren brings brands and their messaging to life in ways that stand out among the rest. He's done this for small firms as well as some of the biggest brands on the planet. On top of that creative ability, he's one of the kindest teammates and best collaborators I've known. In a room full of passionate voices, he helps to ensure each one feels welcome and heard.

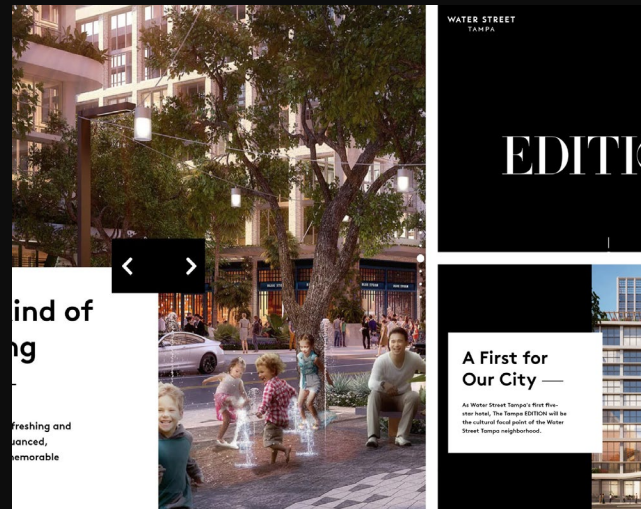
Crystal Lauderdale
Vice-President, Marketing and Communications

”



“Darren is an incredible talent leading and inspiring his creative team and those around him. Darren is nearly solely responsible for the explosive seven-year growth in the in-house creative services including award winning video. He navigated the politics of a large multi-national Company, while focusing on quality deliverables and managed growth.”

Clark Christianson, Senior Finance Director





SOUTHEAST ARCHITECTURAL REVIEW

About Us Projects Services Careers Contact

TRANSFORMING A SKYLINE.

ORGANIC MOVEMENT REDEFINES MIDTOWN.

▶ Watch video

01.05
225 CHESTNUT

“While working under his leadership, he consistently guided me and my colleagues through complex creative projects with a thoughtful, detail-oriented approach. He is one to prioritize the quality of the work above all else, but he never fails to maintain team cohesion at the same time. His experience across various verticals and media has given him the ability to provide insightful contributions in all parts of the creative process - from art direction, to copywriting, and even video production. The atmosphere Darren creates in creative teams allows for its members to naturally think and act at the top of their potential.”

Chris Harris, Video Production Lead

LEMONY POACHED SHRIMP

ORDER NOW

LEARN MORE

Darren Ryan
404.312.6772
darrenryanpro@gmail.com

Explore my experiences, portfolio, and more:
<https://darrenjryan.com>

Watch how I built Coca-Cola Studios:
<https://darrenryan.net>

Review my resume and skills overview:
<https://meetdarrenryan.com>

