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| **Darren J. Ryan Learn more at** [**darrenjryan.com**](http://www.darrenjryan.com/) | | | **404.312.6772** [**darrenryan2020@gmail.com**](mailto:darrenryan2020@gmail.com)  [**LinkedIn**](https://www.linkedin.com/in/darrenryan/) **–** [**Portfolio**](http://www.darrenjryan.com/) |
| **Accomplished, Results and Solutions-Oriented Executive Creative Director**  *I am an executive creative leader specializing in delivering innovative and strategic solutions to both internal and external brands with a focus on developing engaging experiences and results-oriented branding by leading, mentoring, and growing multi-discipline, high-performance creative teams for 15+ years.*   * Extensive and diverse experience managing and mentoring cross-functional creative and digital teams to thrive and deliver optimum creative solutions based on the specific, strategic needs of the consumer and organization. * Exceptional ability to define and execute creative vision proven to engage your customers and enable successful ROI through cost-effective sales, marketing, and creative programs. * Proven success in consistently building strategic, innovative, and creative solutions that can establish and revitalize the vision and direction of your brand and your customer’s needs. | | | |
| **Core Experience and Skills** | | | |
| * Omni-Channel Strategy * ROI: Budgeting and Forecasting * Resource Allocation, Prioritizing * Research & Analysis * Team Development, Mentoring * Cross-Functional Management | * User Experience (UX) * Customer Experience (CX) * Creative Concept Generation * Brand Strategy & Identity * Campaign Dev. & Mgmt. * Consumer Trend Monitoring | * Data-Driven Design * Visual & Interaction Design: * Web, Mobile, UI, Email, etc. * Product & Services Development * Video Production * Emerging Tech: VR, AR, Voice, etc. | |
| **Key Industry Experience:** Retail, CPG, Media, Non-Profit, Hospitality, Technology, DTC, eCommerce  **Advanced Leadership Experience:** In-house and Agency (various sized teams, remote and onsite) | | | |
| **Professional History** | | | |
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| **Sparxoo Digital Agency | Director, Brand Storytelling | May 2018 – May 2020** | | | |
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| I lead the Storytelling Center of Excellence which includes a full range of agency creative services including interaction, branding, design, content, copywriting, and video production. My focus was on rebuilding the team and service offerings as well as exercising my extensive experience with the creative process to develop/build the creative infrastructure.   * Lead the branding process (workshops, messaging, visual, interaction, etc.) and strategy for 20+ direct-to-consumer brands laying the foundation for brand success. * Lead the creative strategy and planning to help the secure the agency a 75% win-rate for RFPs in 2019. * Developed and implemented critical creative processes and best practices to improve team workflows, increase creative output by 26%. * Raised the bar for creative excellence through caring, personalized mentorship, skills-development and creative direction resulting in a 125% increase in award-winning projects. * Established the importance of creative strategy and creative process to reposition the agency from task-focused to strategic partner for various existing and new clients. | | | |
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| **The Coca-Cola Company** **| Director, Coca-Cola Studios | June 2016 – January 2018** | | | |
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| Led and managed the teams, business models and services for Coca-Cola Studios. Coca-Cola Studios is The Coca-Cola Company’s in-house creative strategy and execution group. Coca-Cola Studios offers a full range of in-house services including graphic design, presentation design, web design, mobile development, custom interactive development, content development, strategic surveys, video production, meeting & event production, and creative project management.   * Increased overall project volume by 86% and average project size by 181%. * Consistently increased internal revenue by a minimum of 24% annually (overall revenue growth was 213% increase from 2012 through year-end 2016). * Led and consulted with architects and builders to design and build out new creative studio spaces and cutting-edge video production facilities. * Continue to drive over 40 hours of training and coaching for each direct report annually including personalized skills-specific training plans. | | | |
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| **The Coca-Cola Company** **| Sr. Manager, Creative Strategy and Execution | April 2011 – June 2015** | | | |
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| I rebuilt and grew the in-house creative team from a small, under-utilized production resource into a highly creative, strategic, and effective resource. In this role, I created the award-winning, in-house creative agency - Coca-Cola Studios.   * Rebuilt and restructured in-house creative team to perform at or exceed agency-level quality in a high-pressure, quality-focused, short-timeline environment by developing and executing an extensive three and five-year strategic growth plans. * Added and grew new services such as copywriting, content development, mobile development, virtual and augmented reality, voice design, etc. in addition to coaching and hiring new skills sets to meet the new standards of quality set forth in my planning. * Designed and launched successful new video production business model and state-of-the-art video production facility that exceeded expected first-year revenue by 49%. * Increased client satisfaction ratings in year-one by 35% and drove ratings to a sustained level between 81-86% completely satisfied clients. | | | |
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| **The Home Depot** **| Manager, Interactive Content and Blog | December 2009 – April 2011** | | | |
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| Developed and executed the over-arching content strategy for the core homedepot.com ecommerce site and additional sites and properties through managing and developing the interactive content team to create effective and innovative customer facing content daily.   * Developed and executed the first corporate blogging strategy for Home Depot creating new revenue streams and generating content daily and serving as editor-in-chief. * Built and managed team of 11 content developers who worked closely with merchandising teams to develop daily interactive, short, and long form content for homedepot.com. * Managed the completion over 2,200 projects, large, small and everything in between throughout the first 14 months and executed to meet all expectations and exceed them. * Developed and managed editorial calendars for various forms of content for both daily and weekly promotional launches. * Teamed with merchants, vendors, and internal clients to create and develop intuitive and interactive customer-facing content from daily promotions to large-scale capital projects. | | | |
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| **Benevolink Corporation** **| Vice-President, Marketing and Creative Director | April 2003 – November 2009** | | | |
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| Managed and directed a staff of designers, artists, copywriters, and marketing specialists including freelancers. Set the artistic direction and directed the creative staff in development and implementation of design and marketing concepts. Responsibilities include product development, consumer services, corporate strategy, business development and nonprofit sales strategy and all marketing programming.   * Developed, planned, and coordinated a scalable market launch program proven successful by acquisition rates of over 15% of the consumers and 60% of the nonprofits in first market launch. * Designed and implemented various programs for hundreds of retail and service partners resulting in over $25 million in annual sales transactions resulting in over $1 million dollars in annual charitable donations. * Designed scalable and customizable marketing solutions and tools for over 1.2 million nonprofits to learn how to market and build stronger donation channels through the Benevolink platform. * Initiated, developed, and guided the company through major core product enhancements including corporate re-brand, the marketplace concept, product re-launch, new technologies programming and more propelling Benevolink into the leader in the charitable marketing coalitions industry. | | | |
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| **Visit darrenjryan.com or meetdarrenryan.com for more information.** | | | |