

RYAN JAMES DEE

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EXPERTISE

Marketing (Experiential, Digital, Social, Direct, B2B, B2C), Communications (Visual, Internal, External), Advertising, SEO, SEM, Strategy, Planning, Budgeting, Research, Analytics

PROFESSIONAL EXPERIENCE

Advantage Solutions :: Sr. Director, Marketing & Creative :: 11.2022 – 10.2024

- Developed experiential marketing concepts, collateral, video, and digital campaigns
- Provided strategic creative direction to agency and account leadership to support business development opportunities and program operations
- Managed, mentored, and motivated a team of four designers to ensure quality and timely completion of projects

Advantage Solutions :: Director, Marketing & Business Development :: 05.2021 – 11.2022

- Created omnichannel marketing plans encompassing digital and traditional media
- Worked directly with c-suite leadership to shape business development, marketing, and communication strategies
- Crafted internal and external messaging and content across social and digital channels

Advantage Solutions :: Director, Marketing & Communications :: 09.2018 – 04.2020

- Developed and executed strategies for marketing, communications, and public relations
- Directed SEO, SEM, social, and email strategy garnering over 100 MQLs annually
- Managed and motivated graphic design team

Interactions :: Director, Marketing & Creative :: 10.2016 – 09.2018

- Established the vision and direction for the creative and marketing teams
- Led pitch development for RFPs which led to wins totaling over \$50M in annual revenue
- Led thought leadership effort by producing trade articles, webinars, and white papers

Interactions :: Sr. Manager, Business Development & Marketing :: 09.2013 – 10.2016

- Led business development efforts and increased department revenue by 50% each year
- Developed and presented RFP responses and pitches with an 80% close rate

EDUCATION

- Master of Business Administration, Colorado State University, 2011
- Bachelor of Arts Communication/PR (Minor: Film), San Diego State University, 2008

SKILLS

- Design: Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Premiere)
- Web: Basic HTML, Wix, Wordpress
- CRM: Salesforce, Hubspot

PUBLICATIONS

- *How Pop Culture Helps Us Understand Ourselves and Each Other*, Accidental Information, 2020
- *Influencer Marketing: Driving Authentic Digital Engagement*, MarTech Advisor, 2018