

KEVIN P. RYAN

CONTENT WRITER | PHOTOGRAPHER

✉ kevinpatryan@gmail.com in kevin-patrick-ryan

Summary

Adaptable, highly skilled writer with nearly 10 years of experience in crafting compelling content for a variety of print and digital platforms. Highly skilled at utilizing SEO best practices to create blog posts, articles, short-form content, and more that engages readers, grows brand recognition, and deepens a publisher's relationship with its audience. Leverage strong editorial skills to ensure content is polished, accurate, and tailored to its intended audience. Both highly creative and empathetic, skills which allow writing to resonate with a wide array of readers. Endlessly curious and growth-oriented.

Skills

Article Writing, Project Management, SEO, Creative, Content Management System (CMS), Content Strategy, Microsoft Office Suite, Keyword Research, Copy Editing, Google Suite Tools, Flexible, Newsletter Writing, AP Stylebook, Business to consumer (B2C) Copywriting, Interviewing, Word Press, Self-starter, Resourceful, Collaborator, Intuitive, Adobe Photoshop

Professional Experience

A Place for Mom · Content Writer 2021 - Present

Denver, CO. | Remote

- Craft short- and long-form articles, comprehensive guides, landing pages, and destination narratives that are reader-friendly and purposeful.
- Interview experts and conduct research on several topics like Alzheimer's and dementia, senior living, veterans benefits, and Medicare/Medicaid.
- Manage website content using content management system (CMS).
- Utilize SEO best practices to ensure content effectively contributes to increasing conversion rates and revenue goals.
- Track site metrics using tools such as Tableau, Conductor, and Semrush
- Optimize content based on editorial style guide and SEO best practices

Self-employed · Freelance Writer and Photographer 2016 - 2020

Denver, CO. | Springfield, MA.

- Developed long-form and short-form articles, blogs, newsletters, and branded content
- Edited copy and reviewed progress with clients

Telluride Academy · Field Instructor 2016 - 2017

Telluride, CO.

- Designed multi-day outdoor experiences for youth over the course of two summer seasons
- Co-led over 20 trips in Colorado and Utah
- Managed small groups of individuals with a variety of needs and experience in the outdoors
- Taught environmental stewardship and encouraged development of independent thinking

Denver Metro Media · Reporter and Photographer 2016 - 2018

Denver, CO.

- Created print and web content for three publications: *Washington Park Profile*, *Life on Capital Hill*, *Neighborhood Life*.
- Conducted researched, and leveraged network leads to develop feature stories
- Covered education and commercial development beats and investigated stories focusing on neighborhood and city-wide issues
- Conceptualized and pitched stories to editor

Denver Public Schools · Special Education Teacher 2008 - 2018

Denver, CO.

- Created and edited student newspaper and newsletter which was designed to teach students and inform stakeholders of monthly achievements
- Designed and instructed creative English, Math and Independent Living courses for students with learning challenges.
- Collaborated with staff to support students' academic and independent living goals
- Advocated for students and families navigating court system, immigration, and social services

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Education

Metropolitan State University of Denver
Teaching Licensure 2010

University of Colorado at Boulder
B.A. English | Creative Writing 2005

Volunteer Experience

Cleaner Clear · Assistant organizer 2021 - Present
Support planning and organizational tasks for annual river clean up.

Central Rock Gym · Adaptive Climbing Program 2019 - 2021
• Belay and guide climbing for individuals who live with physical and developmental barriers.

The Gray House · Adult Literacy Tutor 2019 - 2020
• Tutored individuals from a variety of backgrounds who were working to learn and improve their English literacy skills.

Prodigy Coffee House · Founding Team Member | Apprentice Support 2013 - 2018
• Collaborated with educators, professionals, and community members to build curriculum for an apprentice run coffee shop.