



THE GIST

Design-centric brand builder, storyteller, and experience maker with a knack for best practice, project management, and delivering measurable success. Steadfast steward of narrative and aesthetic integrity to achieve seamless, 360-degree creative campaigns. Problem solver, boundary pusher, big idea thinker, dot connector, and champion of exceptional quality.

YEARS OF EXPERIENCE

12+

PROJECT TYPES

Brand Strategy + Development, Messaging + Positioning, Creative Campaigns, Traditional, Digital + Experiential Marketing, Media Strategy + Crisis Communications

PROJECT HIGHLIGHTS

Super Bowl Commercial, Macy's Thanksgiving Day Parade, Viral Videos + SXSW

CLIENT WORK INCLUDES

Airbnb, Facebook, Lyft, SoFi, Spotify, TurboTax

EXPERIENCE

SENIOR BRAND STRATEGIST, BLUEGROUND

NYC | 2018 - PRESENT

- Develop and drive brand strategy to position company as a leader in the tech and hospitality industries
- Serve as brand expert; determining how positioning is realized through various touchpoints and initiatives in communications, marketing, design, guest experience, and various ecosystems
- Implement communication strategies for multiple business segments, prioritizing key message points and developing specific marketing programs; ensuring communication is integrated across all elements of the marketing mix, including website, email, advertising, PR, and all online platforms

FOUNDER, THIS IS RPK

NYC, SF, RI | 2010 - PRESENT

- Freelance media relations, public policy, and brand consultant.
- Clients and special projects include: Playlist.com, Jerry Media, Have Fun Do Good, MKTG

HEAD OF CREATIVE STRATEGY, OUTCAST

SF, NYC | 2016 - 2018

- Developed and implemented strategic programs, projects, and communication plans to amplify client and agency objectives
- Studied range of industries and competitive landscapes to differentiate and position brands; analyzed historical and current cultural movements to help clients establish a strong voice and assert unique perspective
- Worked alongside Creative Director to map business initiatives to creative concepts and strategies; coordinated and supported design team in connecting business needs with project implementation; oversaw management of budget and client communication
- Provided strategic insight and counsel on overall brand identity, thought leadership, and consumer experience; brought big picture perspective to the achievement of goals and key results; facilitated brand workshops
- Led agency-wide and team-specific brainstorming; attended events to identify key industry trends and insights; lead participant in new business development

RYAN PATRICK KELLEY

EXPERIENCE

ACCOUNT SUPERVISOR, OUTCAST

SF | 2015 - 2016

- Served as day-to-day account lead responsible for strategy, budget, managing roles and responsibilities, as well as client and team health for up to four teams concurrently
- Crafted, coordinated, and executed impactful media strategies with cross-functional teams and industries to support product launches, media inquires, crisis communication, and proactive storytelling
- Developed and implemented comprehensive thought leadership plans to bolster executive presence and build out bench of company spokespeople
- Cultivated and maintained key relationships across all media (broadcast, print, online, social) while connecting dots between traditional PR + digital marketing to help tell stories in 360 degrees
- Effectively implemented first-ever blogger outreach campaign, reaching more than 500+ mothers to seed positive reviews and cultivate additional community following
- Managed crisis communication and effectively worked to curate and shift messaging during highly publicized lawsuit and quality control issue
- Built relationships with key press personnel and executed strategic and targeted coordination to maximize product launches, company initiatives and overall brand awareness

POLITICAL ADVISER TO THE PARTNER, SENATOR NESSELBUSH, MARASCO & NESSELBUSH LLP

RI | 2010 - 2013

- Served as communications director, chief strategist and policy consultant for Senate affairs
- Composed marketing materials, press releases and cultivated firm's public relations policies

HEAD OF PUBLIC RELATIONS & COMMUNICATIONS, GOLDIEBLOX

SF | 2013 - 2015

- Responsible for company-wide messaging including all on-air copy, speechwriting, printed collateral, marketing and social media campaigns, as well as on-the-record interviews
- Oversaw and managed high-profile partnerships including participation in the Macy's Thanksgiving Day Parade and Intuit's SBBG (first small business to win a Super Bowl commercial)
- Managed a team of six; worked to maximize ROI of marketing budget in hyper-growth

ACCOUNT DIRECTOR, TRUE NORTH

RI | 2010

- Produced and executed effective messaging and media strategies for diverse clientele
- Orchestrated press conferences, public events and advertising plans on time and on budget
- Drafted and distributed press releases, advisories, speeches, memos and advertising campaigns

MORE

PRIOR EXPERIENCE

DC, RI | 2006 - 2010

Campaign Manager
Re-Elect Dan McKee

**Field Organizer, Press
Aide & Political Liaison**
Hillary Clinton For President

EDUCATION

WASHINGTON D.C. 2010

**Bachelor of Arts, American
Studies from The George
Washington University**
Minored in Communication
and Organizational Studies
+ Film

INTERESTS

Design, Travel, Tennis,
Cooking, Photography,
Rhetoric + Writing