

JEREMY RYAN

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AWARD-WINNING INTERACTIVE DIRECTOR

Talented, results-driven online professional with a proven record of accomplishment in planning and leading comprehensive interactive strategies in support of business goals and objectives. Expertise in strategic planning and execution of online initiatives to strengthen market presence and gather audience engagement. Proven success of developing and implementing best-practices, partnering technologies and campaigns appropriately to deliver results. Demonstrated leadership skills; able to build and manage teams across locations. Adept at communicating with management, vendors, and internal departments to achieve goals.

PROFESSIONAL QUALITIES

- Team Building and Leadership
- Effective Communication
- Collaboration and Coordination
- Relationship Building
- Strategic Planning and Thought Leadership
- Strong Creative Insight and Direction
- Deep Technical Understanding and Support
- Results-focused

PROFESSIONAL EXPERIENCE

Interactive Director, 2004 – Present
Schawk, Inc. – Chicago, Illinois (Located virtually, in Philadelphia)

Provide strategy, manage, design, and implement dynamic interactive solutions for Schawk and its clients. Activities include strategic planning, team building and resource management, usability and best practices, design, and implementation. Award-winning projects for US and international clients include online and desktop applications, social media campaigns, email campaigns, mobile content delivery, digitally delivered audio/video, electronic-learning, database-driven applications, desktop applications, and SEO, among others.

Successes include:

- ✓ Identified and won new business opportunities, increasing revenue and project diversity.
- ✓ Partnered with customers and strategically planned audience-focused initiatives that engage and yield measurable data-driven results.
- ✓ Designed and delivered project plans that meet or exceed targets.
- ✓ Provided forward-thinking leadership for teams of designers and developers across multiple locations to build efficiency and develop talent.

Instructor, 2006 – 2008
University of the Arts – Philadelphia, Pennsylvania

Taught advanced web design and programming (Theory, XHTML, CSS, and JavaScript) evening sessions, for Continuing Education.

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*Professional Experience Continued***Senior Designer/Developer, 2001 – 2004**

Designer/Developer, 1999 – 2001

Accenture – New York, New York

Developed and managed a wide range of print and digital solutions for Accenture and its clients, including promotional materials, direct-mail pieces, websites, banner ads, online/digital materials, and desktop applications. Defined and evaluated proposed solutions, providing steering, design, and development. Maintained communication with management, clients, and vendors to ensure effective activities and alignment with project and business goals. Provided leadership and direction to associates to guide the creation of materials and ensure congruence with objectives.

Selected Contributions:

- ✓ Successfully planned and led execution of projects and increased revenue in digital.
- ✓ Expanded the number of offerings to include audio, video, and interactive to attract new clients and increase business integration.
- ✓ Provided leadership in training to team build and develop talents within the group.

Associate Director of Neighborhood Concerts, 1997 – 1999

Education Assistant, 1996 – 1997

Carnegie Hall – New York, New York

Worked within a team environment to annually design and coordinate neighborhood outreach programs. Established artist selections, pricing, and programs. Developed and adhered to a program budget. Assisted in materials development, and online and offline promotions. Developed creative learning collateral. Provided direct support to Education Director and education team.

Selected Contributions:

- ✓ Demonstrated immediate talents upon hire and excelled quickly to become recognized by management as key member of education team.
- ✓ Promoted to design and administer neighborhood concerts community outreach program.
- ✓ Contributed in all areas of department's programs to ensure organized operations and excellence in reception.

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PROFESSIONAL HIGHLIGHTS

City of Philadelphia, 'Philly Cleanup' campaign

- Served as strategic online media advisor.
- Designed and delivered the website that coordinated efforts at over 200 project sites which removed over 1.3 million pounds of trash for each of three years running.

Friends Center Corporation, Capital Campaign Fund

- Served as online media advisor.
- Designed and delivered website which contributed to the successful execution of the multi-million dollar capital campaign fund, whose goal was to finance the renovation and 'greening' of the historic facility and to create a showcase for environmental sustainability.

VOLUNTEER EFFORTS

Consultative time, strategic planning, design, production, or field work contributed to various community-focused and political organizations, including but not limited to:

- The City of Philadelphia
- Sierra Club
- Friends Center Corporation
- The Philadelphia Yearly Meeting of the Religious Society of Friends (Quakers)
- The Ivory Coast School of Dance
- The campaign to elect Howard Dean
- The campaign to elect John Kerry
- Columbus Square and Fairmont Parks

EDUCATION & AWARDS

Bachelor of Arts Degree, 1995 • Muhlenberg College – Pennsylvania

ADDY award, 2008

Lawrence Hall of Honor award, 2006