


RYAN PRATT

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HIGHLIGHTS

- Adept at managing end-to-end marketing and sales operations with 100% efficiency
- Developed plans that increased ARR by 40% YOY, doubled MAUs, and tripled online orders
- Grew start-up website traffic from 0 to 3.2MM annual unique visitors
- Optimized SEO to 1st-page results for multiple keywords for multiple websites
- Built social networks from 0 to 130,000 fans/followers
- Recruited and managed diverse teams of professionals with various experiences
- Consulted on various other growth-oriented projects for small businesses, start-ups & nonprofits
- 3x Nominee for TechColumbus Innovation Awards
- American Business Award Finalist for Marketer of the Year
- Certified IQ Test Score of 144
- Graduate of The Ohio State University
- 10+ Years of Marketing & Sales Leadership Experience



EXPERIENCE

VP of Marketing & Research → VP of Sales & Marketing | GradLeaders

2015 – PRESENT, DUBLIN, OHIO

- Increased SaaS ARR by 40% YOY in first year in new role
- Developed business development playbook that shortened sales cycle by 62%
- Created inbound lead-gen programs that resulted in 75% of total new business revenue
- Launched best practices program resulting in 40% increase in user engagement and +70 NPS
- Lead company's rebranding efforts and name transition
- Performed critical roles during merger & acquisition (M&A) processes

Marketing Manager → Marketing Director | MBA Focus

2008 – 2015, DUBLIN, OHIO

- Implemented marketing strategies to increase online orders YOY for 5 years
- Generated thousands of new qualified sales leads based on behavioral scoring
- Optimized search engine marketing (SEM) ads to 5% click-through rate (CTR)
- Automated email marketing campaigns to database of over 500,000 active contacts
- Managed launch of successful new e-commerce product: MultiPost
- Organized dozens of user conferences resulting in 95%+ satisfaction ratings

Marketing Intern → Vice President, Marketing & Minority Owner | ListAfterList

2006 – 2008, UPPER ARLINGTON, OHIO

- Grew website traffic from 0 to 300,000 monthly visitors
- Optimized traffic sources to 75% organic search, 17% direct and 7% referral
- Developed viral marketing plans that lead to 1000's of social media referrals each month
- Optimized content, layout and ads to increase eCPM to \$5
- Wrote popular monthly e-newsletter which was read by more than 3,000 subscribers



EDUCATION

Bachelor of Arts Degree in Journalism | The Ohio State University

2002 – 2007, COLUMBUS, OHIO

- National Scholars Honor Society
- Sports Beat Writer for “The Lantern” University Paper
- Two years in Architecture Living and Learning Program on Academic Scholarship
- Special Olympics Basketball Coach
- 29 ACT Score
- 1290 SAT Score



SKILLS & EXPERTISE

- Tech, Recruiting & Higher Ed Industry Knowledge
- Digital Marketing, e-Commerce & SaaS Sales
- OKR and 4DX Talent Management Frameworks
- Incentive-based Compensation Plans
- KPIs, Big Data, and Business Analytics
- Salesforce CRM Optimization
- Netsuite ERP Implementation
- Looker Business Intelligence Software
- Act-On Email Marketing Automation
- Behavioral Targeting
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Content Marketing & Creative Strategy
- DotNetNuke and Umbraco CMS
- Adobe Creative Suite
- Hobbies include Sports, Movies & Games



REFERENCES

- “Through his individual motivation he has shown that his capacity for problem solving and building a business is limited only by the creativity that he delivers...and he delivers. Ryan is a pleasure to work with and would be an asset in any environment.” - Heather McKenzie Carlisle
- “Ryan is a smart, adaptable and skilled multi-channel marketer. At the same time he is kind, humble thoughtful and funny. His skills range from writing copy and code to leading design and strategy. He is always willing to explore new ways of approaching business. Ryan would be a valuable marketing asset in any organization.” - Shelly Stotzer
- “Ryan is a results-driven, growth-oriented, and skilled marketer intent on learning and continuous improvement. He is truly a “whatever it takes” person and a joy to work with.” - Janice Rapp
- “Ryan is a talented marketer. What stands out about him is his capacity to take on a tremendous amount of work and do it all well. His “can do” attitude is infectious and I recommend him highly.” - Jeff Mills
- “Ryan is that rare kind of young person who blends energy, enthusiasm and maturity in a way that delivers predictable and positive results day in and day out. He is someone who is comfortable taking on new roles and challenges, and it has been a pleasure to work with him.” - John Edwards
- “Ryan is a pleasure to work with. He is very knowledgeable with regards to online and social media marketing, hard-working, and always willing to lend a hand. His proactive nature results in a thorough analysis of what needs to get done and his passion for his work results in high quality and timely results. I highly recommend Ryan to anyone looking to improve both their inbound and outbound marketing capabilities.” - Brooke Paul
- “Ryan was a great asset to all of our on-line content and business development activities at MBA Focus. He understands in-bound marketing and how to better position a web-based business for growth. I also very much enjoyed my relationship with Ryan and he was a pleasure to work with.” - Greg Ruf