

RYAN PRATT

HIGHLIGHTS OF QUALIFICATION

- Adept at managing end-to-end marketing operations that achieve consensus goals of key stakeholders
- Ran inbound SaaS lead-gen programs that resulted in 1,200+ annual MQLs & 36% of new revenue
- Implemented marketing strategies to triple online orders for multiple e-commerce websites
- Oversaw six-figure budgets & lead product marketing strategies for multi-million dollar brands
- Grew start-up website traffic from 0 to 3.2MM annual unique visitors
- Optimized SEO to 1st-page results and #1 organic listings for multiple keywords for multiple websites
- Built social networks from 0 to 60k Facebook fans, 130k Twitter followers, 35k YouTube views, 10,000 LinkedIn members and 5k Instagram followers
- Reported to CEO and worked closely with customer support/success, sales, and development teams
- Managed diverse teams of up to six professionals with various experiences
- Experienced at successful mergers & acquisitions
- Consulted on various other marketing projects for multiple small businesses, start-ups & nonprofits
- Nominated for 2008, 2009 & 2010 TechColumbus Innovation Awards
- Finalist for Marketer of the Year in 2013
- Certified IQ Test Scores of 144

RELEVANT EXPERIENCE

VP MARKETING & RESEARCH @ GRADLEADERS, WWW.GRADLEADERS.COM DUBLIN, OHIO 2015-PRESENT

- Created inbound SaaS lead-generation programs that resulted in 50+ MQLs per sales rep per month
- Launched new program resulting in 40% increase in user engagement and +70 NPS survey results
- Spearheaded research efforts in strategy and positioning for aggressive growth of numerous brands
- Developed, managed, and executed multi-million dollar marketing, sales and strategic partner plans
- Performed critical roles during the merger & acquisition (M&A) process
- Organized dozens of user conferences for hundreds of attendees resulting in 100% satisfaction ratings
- Lead company's rebranding efforts and name transition timeline, including: company name selection, tagline development, mission/vision statements, logo design, trademark registration, domain acquisition, marketing material creation, website design, brand architecture updates, and more

MARKETING DIRECTOR @ MBA FOCUS, WWW.MBAFOCUS.COM DUBLIN, OHIO 2008-2015

- Managed creative team responsible for copywriting, graphic design, and web development
- Implemented marketing strategies to increase online orders YOY for 5 consecutive seasons
- Creating marketing programs that increased e-commerce revenue by 20% YOY
- Generated thousands of new qualified sales leads based on behavioral scoring
- Optimized search engine marketing (SEM) ads to 5% click-through rate (CTR)
- Developed automated email marketing programs to database of over 100,000 active contacts
- Reported and analyzed over 200 key performance indicators (KPI) on a weekly basis
- Redesigned website for optimal UX and UI for 150,000 annual website visitors
- Doubled the registered user count in less than a year
- Managed launch of successful new e-commerce product: MultiPost

VICE PRESIDENT OF MARKETING @ LISTAFTERLIST, WWW.LISTAFTERLIST.COM UPPER ARLINGTON, OHIO 2006-2008

- Promoted website traffic growth from 0 to 300,000 monthly visitors
- Optimized traffic sources to 75% organic search, 7% referral, and 17% direct traffic
- Developed viral marketing plans that lead to thousands of social media referrals each month
- Recruited and managed in-house teams and outside contractors
- Created key performance measures (KPM) to analyze weekly traffic, revenue, and growth
- Optimized content, layout and ads to increase eCPM
- Wrote popular monthly e-newsletter which was read by more than 3,000 people

EDUCATIONAL BACKGROUND

THE OHIO STATE UNIVERSITY, COLUMBUS, OH
BACHELOR'S OF ARTS DEGREE IN JOURNALISM, 2007

- National Scholars Honor Society
- Two years in Architecture Living and Learning Program

DIFFERENTIATING SPECIALTIES

- Team management, project management and operations
- Marketing plans (product, inbound, outbound, email, social, online, viral, direct, strategic, and brand)
- Business writing (White Papers, press releases, proposals, requirements, and business plans)
- Content creation (email, web, blog, and social)
- Data analysis and reporting (annual budgets, monthly revenue, and weekly KPIs)
- Technology, Recruitment and Education Industries

UNIQUE SKILLS

- 4DX
- Act-On
- Salesforce
- Netsuite
- SEO
- SEM
- HTML
- DotNetNuke
- Umbraco
- Adobe Creative Suite

TOP REFERENCES

"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](#), Career & Talent Strategist

"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](#), Head of Product Marketing

"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](#), CMO

"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](#), Founder, ListAfterList.com

"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](#), Managing Director, Capital Informatics, Ltd.

"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](#), CEO, MBA Focus

"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](#), Principal, ListAfterList.com/ 5Point Ventures