

Ryan Moore

Marketing Director

Branding | Demand Generation | Content

801-867-1416 | mooryan@gmail.com | www.linkedin.com/in/mooryan | Bluffdale, Utah

Professional Summary

Multi-skilled marketing director with more than 18 years' experience in growing the customers and brands of diverse companies. Ability to meet diverse marketing challenges by utilizing experience, skills, and creativity. Expertise in demand generation, content, branding, design, and communications.

Core Competencies

Marketing | Strategy | Design (Adobe Creative Cloud) | Branding | Communications | Collaboration (Microsoft Teams, Slack) | Project Management (Asana) | CMS Tools and Programming (HubSpot) | Product Marketing | Event Management | Advertising | Demand Generation | Email Marketing (HubSpot, MailChimp, Pardot) | Public Relations (PR) | Budget Management | Writing (Word) | Presentation Design (PowerPoint) | Website Management & Design (WordPress, Themes, CSS, HTML)

Experience

HZO Inc. | HZO.com

Director of Marketing (June 2019 – Present)

Senior Marketing Manager (Jan 2018 – Jun 2019)

Marketing Manager (Feb 2012 – Jan 2018)

Founded corporation's marketing department, overseeing and executing all marketing responsibilities to grow B2B manufacturing company to \$500 million valuation.

- Boosted marketing metrics through proven efforts to yield 130% growth in online leads, 300% growth in social media followers, and 128% growth in total website impressions for tasked online growth.
- Executed key projects including three rebrands, four website redesigns, two CRM implementations as well as dozens of press releases, messaging and SEO exercises, demand generation, tradeshows and webinars to generate relevant leads and grow company thought leadership.
- Utilized diverse talents and skills, including team leadership, project management, content creation (written and visual), market research, demand generation, and vendor management to increase marketing productivity 300% and cut company costs over \$100,000 per year.

Ogilvy & Mather – New York | Ogilvy.com

Art Director (Internship) (May 2010 – Jun 2010)

- Recruited and hired by NYC advertising agency for summer internship program, working on brands including SAP & Vaseline. Emphasis on digital advertising. Work featured on NYTimes.com.

Zoobies | Zoobies.com

Lead Designer (Feb 2008 – Jul 2011)

- Key to growth of million-dollar plush toy company through award-winning plush character designs featured on QVC, at Walmart, and Costco. Led creative team in both product and graphic design, working with brands including Disney, and Scholastic to earn more than 40 awards for the product line.

Spin Media Marketing | Spingo.com

Advertising Design Manager (Feb 2006 – Nov 2007)

- Directed and mentored design team in the creation of the company's top revenue source – digital advertisements. In addition to management and training of 10+ team members, personally created over 100 advertisements for top clients of the company.

Neon Tiger Creative | NeonTigerCreative.com

Founder (Feb 2002 – Present)

- Established full-service design business, serving over 60 clients to date, including Hasbro, DreamWorks, Utah County Health Departments, and the American Mental Health Counselors Association. Specialties include logo design, branding, video, web design, and packaging design.

Education

- **Advertising**
 - Brigham Young University | Jan 2006 - Apr 2011
 - Bachelor's Degree in Advertising with admittance and completion of the prestigious Advertising Creative Track Program.
- **Graphic Design**
 - Brigham Young University | Apr 2008 - Apr 2011
 - Minor in Graphic Design from BYU Department of Design with instruction in traditional and digital design, coding & branding.
- **Industrial Design**
 - Brigham Young University | Jan 2006 - Apr 2008
 - Studied Industrial Design for two years before switching major to Advertising. Instructed in critical concept creation, 2D & 3D design, as well as problem-solving and product development.

Awards & Acknowledgements

- Art Director's Club – Bronze Cube Winner
- General Electric & Martha Stewart – Video Contest Shortlist Finalist
- CES Video Contest Winner