

RYAN WESS

Marketing Director

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INTRODUCTION

Hard-working and passionate Marketing Manager with a proven track record in driving ROI through digital marketing initiatives. Takes a collaborative and modern approach to develop and deliver targeted and effective marketing strategies, messages, and materials across multiple sales channels. Leads all marketing efforts including pay-per-click campaigns, demand generation activities, content strategy, and thought leadership programs.

EXPERIENCE

Marketing Director | GOAT Payments | October 2020 – Present

- Plans and executes demand generation initiatives to drive new merchant and agent acquisition
- Crafts collateral for internal and external teams such as presentations, flyers, and operational guides
- Manages CRM and builds custom reports for executive team and conducts custom development
- Implements and utilizes marketing automation to build marketing funnels to maximize conversions
- Builds custom and integrated vertical-centric landing pages for targeted marketing campaigns

Marketing Manager | Quantum Electronic Payments | August 2016 – October 2020

- Develops and manages digital marketing strategy and budget exceeding \$20k/mo in ad spend
- Plans, creates, and analyzes lead generation campaigns
- Optimizes and A/B tests digital marketing funnel assets and creatives to maximize conversion rates
- Drives content strategy for email marketing drip campaigns, social media platforms, and blog content
- Produces print marketing collateral such as brochures, direct mail and pop-up banners
- Conducted entire ground-up rebuild of brand website
- Maintains Salesforce CRM and conducts custom development initiatives
- Builds and executes robust marketing automation workflows and territory-based lead routing rules
- Oversees and manages a team of full-time employees

Lead Marketing Specialist | Paysafe | Sept 2013 – Aug 2016

- Defined and created comprehensive marketing and sales go-to-market strategies
- Developed marketing collateral and managed internal and external requests
- Planned and managed successful marketing campaigns that generated quality leads for company-wide sales channels
- Managed all marketing collateral and digital marketing initiatives
- Led a team of full-time employees and part-time interns

EDUCATION

Bachelor of Communication Studies, Minor: Leadership | Chapman University 2011-2013

Associate of Arts, Math & Science | Santa Barbara City College 2008-2010

SKILLS

Salesforce | Google/Facebook Ads | HubSpot | Pardot | Content Management | SEO/SEM | Strategic Leadership | Wordpress | Shopify | Adobe Creative Suite | ZOHO