

Ryan L. Cox

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Qualifications

- Highly-motivated, ambitious self-starter with strong leadership skills and an entrepreneurial mind
- 5+ years continued experience in project management, social media, digital marketing, blogging, and content marketing in many different business verticals
- 5+ years in publicity and strategic public relations, achieving local, regional and national media coverage for a variety of projects and initiatives.

Relevant Skills

Project Management	Content Strategy Development
Public Relations	Social Media Strategy & Execution
Copy Writing & Editing (including blogging)	Inbound Marketing
Event Promotion	Email Marketing

Related Work Experience

Cox Consulting, LLC (Indianapolis, IN) / Principal / Sept. 2007 – Present

- Organize and execute various marketing strategies for more than 20 clients. Highlights include:
 - Increased FxPro's YouTube daily views by 52% in three months
 - Delivered consult to an email marketing campaign that saw a 43% open rate for 12 consecutive months, well above the industry average of 18-25% percent
 - Increased Internet marketing client's website traffic by 26.7% year-over-year

SiliconANGLE / (San Francisco, CA) / Features Editor / Feb 2013 – Present

- Manage PR outreach and social media campaign objectives
- Editor and writer of B2B interviews and featured articles
- Manage features editorial project including: newsletter, outreach, inbound marketing, and process management

DigitalXBridge / New Haircut (NJ, NY) / Marketing Director / May 2013 – Dec. 2013

- Created and executed a full content calendar of marketing objects for the website, email marketing and social media channels
- Increased inbound marketing by 212% based off of social media marketing and e-mail marketing campaigns
- Managed the company rebrand project through completion

ExactTarget (Indianapolis, IN) / Independent Consultant / July 2012 – Feb. 2013

- Contracted to provide a full-product analysis of ExactTarget's user community, 3sixty, as well as execute recommended communications strategies
- Created and executed the first Welcome Series E-Mail for all new ExactTarget clients/partners and 3sixty users
- Created and executed the first Inactivity drip campaign for inactive 3sixty users (30,000+ users).
- Created and executed the first Welcome Screen for a user's first login to 3sixty
- Executed a guerrilla marketing campaign for 3sixty at Connections 2012 that received local and national recognition

BLASTmedia (Indianapolis, IN) / Audience Development Specialist / Aug. 2011 – Oct. 2011

- Contracted to run the be project-lead for YouTube marketing for client Revision3
- Grew the total views on YouTube for five shows (one added month two) by 27%
- Increased YouTube Search for the collective five shows (one added month two) by 36%
- Increased subscriptions for the collective five shows (one added month two) by 23%

Education

Ball State University / Muncie, IN / August 2002 – May 2007