



RYAN BENSON



SOCIAL MEDIA MENACE & MULTI-HYPHENATE DIGITAL CREATIVE

SS COPYWRITER • SOCIAL MEDIA STRATEGIST • VIRAL CONTENT CREATOR • KICK-ASS COPYWRITER • SOCIAL MEDIA STRATEGIST • VIRAL CONTENT CREAT

EXPERIENCE

★ PRESIDENT, CREATOR @ SUBVERSE SINCE 2015

- Deliver cutting-edge digital marketing consulting services to renowned brands such as The Television Academy, MOD Pizza, downinthehip, Abbott Labs, and many more

★ MANAGER, SOCIAL MARKETING & STRATEGY @ DENTSU 2022 - 2023

- Developed strategy/content for legacy brands such as SOUR PATCH KIDS, Nutter Butter, Wheat Thins, Chicken in a Biskit
- Performed daily real-time cultural trend response and community management
- Achieved \$750k+ EMV w/ budget-friendly boutique influencer activations under \$100
- Ft. in AdWeek: "How Nutter Butter Won Over Gen Z With Absurdist Instagram Strategy"

★ SOCIAL MEDIA & MARKETING COORDINATOR @ MISSION 22 2019 - 2021

- Produced strategic outbound email communications using donor engagement tactics
- Managed content/community across all channels for 175k+ audience
- Automated database for participant records, volunteer management, + project tracking
- Saved \$10k annually by transitioning organization to Google Workplace for email

★ PROMOTIONAL DESIGN & WEB SPECIALIST @ VANDALSTORE 2017 - 2019

- Managed social media, designed graphics, photographed merchandise
- Built eCommerce strategy to liquidate \$13k+ in inventory, led brand refresh

★ WORDPRESS SUPPORT ANALYST @ BOISE STATE UNIVERSITY 2015 - 2017

- Provided internal web support and pioneered campus web accessibility initiative
- Rated top departmental customer service team in 2016, grew Twitter following 30%+

★ STUDENT MARKETING MANAGER @ JR SIMPLOT CAFE 2015 - 2017

- Started digital channels to boost/maintain student business, supervising a team of two

★ CREATIVE SERVICES MANAGER @ SOCIAL EYES MARKETING 2014 - 2016

- Provided graphic design, video editing, photo, web design, managing a team of one

EDUCATION

★ UNIVERSITY OF IDAHO CLASS OF 2019

B.S. in Broadcasting + Digital Media
English Area of Focus

★ MERIDIAN TECHNICAL CHARTER HIGH SCHOOL CLASS OF 2015

Professional-Technical Diploma

SKILLS

CERTIFIED

Microsoft Office, Adobe Photoshop,
Google Analytics IQ

PROFICIENT

Adobe Illustrator, InDesign, Premiere Pro
Google Workplace, WordPress, Webflow
Sprout Social

AWARDS

- SkillsUSA National Web Design Contest
 - 5th, 8th place in 2014, 2015
- SkillsUSA Idaho State Web Design Contest
 - 1st place in 2014, 2015

ACTIVITIES

★ KUOI 89.3FM 2017 - 2018

Conducted a weekly, 2.5-hour live
show on free-format FCC station

★ BUSINESS COMMUNITY 2017 - 2018

Peer mentor to freshman Boise State
students. 65+ hours community service

★ UNIVERSITY PULSE 2015-2016

Conducted weekly, 2-hour live show on
internet station. Trained other hosts