

RYAN BENSON

Social Media Menace and Multi-Hyphenate Digital Creative
Social Media Strategist, Viral Content Creator, and Kick-Ass Copywriter

Los Angeles, CA
(503) 278-2854
ryan@socialmediamenace.com

EXPERIENCE

Subverse, Los Angeles, CA — *President, Creator*

2015 - PRESENT

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

Dentsu, Los Angeles, CA — *Manager, Social Marketing & Strategy*

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 + community mgmt
- Achieved \$750k+ EMV w/ boutique influencer activations under \$100
- Ft. in AdWeek: "How Nutter Butter Won Over Gen Z With Absurdist Instagram Strategy"

Mission 22, Sisters, OR — *Social Media & Marketing Coordinator*

2019-2021

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

VandalStore, Moscow, ID — *Promotional Design & Web Specialist*

2017-2019

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

Boise State University, Boise, ID — *WordPress Support Analyst*

2015-2017

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

JR Simplot Cafe, Boise, ID — *Student Marketing Manager*

2015-2017

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

Social Eyes Marketing, Boise, ID — *Creative Services Manager*

2014-2016

- Provided graphic design, video editing, photo, web design, managing an intern

EDUCATION

University of Idaho

B.S. Broadcasting & Digital Media
CLASS OF 2019

Meridian Technical Charter High

Professional-Technical Diploma
CLASS OF 2015

SKILLS

Certified in: Microsoft Office, Adobe Photoshop, Google Analytics IQ

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

AWARDS

SkillsUSA National Web Design Contest

5th, 8th Place in 2014, 2015

SkillsUSA State Web Design Contest

1st Place in 2014, 2015

ACTIVITIES

KUOI 89.3 FM

2017-2018

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

BUSINESS COMMUNITY

2017-2018

Peer mentor to freshman students. 65+ hours of community service

UNIVERSITY PULSE

2015-2016

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