

Ryan March

BA: Music Technology, Marketing, Capital University

Certified Scrum Product Owner

513-739-5403 || hello@ryanmarch.me

Profile

- **Strong experience** in marketing technology resulting in teamwide collaboration and productivity
 - **Experienced leadership** with product and software creation teams
 - **Solution-driven approach** to every project or problem
-

Experience

Software Product Manager

March 2018 - Present

30 Lines - digital marketing agency that helps companies make an impression online

- Plan, prioritize, and supervise **development of software products** in use nationwide as Product Owner
- Responsible for managing and evaluating the work generated by software development team resulting in faster turnaround time and **shorter product release cycles**
- Document software product usage, create “how to” guides for **decrease in support ticket submissions**
- Collaborate with marketing and data science team to collect and digest KPI's for feature development
- **Design product strategies** with marketing, sales, and key stakeholders to refine customer experience

Account Manager | Marketing Analyst

April 2015 - March 2018

30 Lines - digital marketing agency that helps companies make an impression online

- Served as primary contact for 30 Lines' largest accounts
- Created comprehensive marketing campaigns as **Lead project manager** from kickoff through launch
- Wrote creative briefs, built project timelines, led internal strategy discussions, and worked closely with Creative, Email, Operations, and Development teams to facilitate execution of key deliverables
- **Led client meetings and presentations** with compiled and analyzed metrics
- **Responsible for market research** for the development of client digital branding strategies
- Set up and maintained over 100 Google Ads and Facebook Ad campaigns

Website Director | Program Director

December 2013 - May 2016

WXCU Radio - Capital University's award-winning student-run radio station

- **Developed unique marketing campaigns** which led to nationwide recognition
- Established and designed company rebrand triggering a revival of interest with the community
- Designed and built website increasing usability and ease of use
- Created social posts and maintenance **increasing Facebook audience reach** 140%
- Interviewed musicians, YouTube personalities, and music industry professionals
- **Created, organized, and executed events**, including Concerts, Pumpkin Smash, and Radiothons

Marketing Technology Manager

August 2015 - January 2016

The Meadows Banquet Hall - Events and Banquet Hall

- Designed and created website, including digital strategies, photography and graphics
 - Launched new line of revenue with Monday Night Buffet initiative
-

Other Experience/Awards

- Exceptional skills and training in audio production and engineering
- Proficient in Video Editing, Photo Editing, Graphic Design, GIF creation, roller coaster trivia
- Certified Google Ads (Display, Mobile), Hubspot Inbound, Yext
- WXCU Radio: Radiothon 2016 - Winner of Community Engagement Program of the Year 2016
- WXCU Radio: Organization of the Year 2015, 2016
- WXCU Radio: **Best Online Only Station 2016 National Finalist** - Intercollegiate Broadcasting System