

Technical Skills

DIGITAL MARKETING

Paid Social

- Campaign test strategy and setup
- Power Editor / Ads Manager expert
- WCA, lookalike and custom audience setup

Marketing Automation

- Automation strategy, setup and test plans
- Segmenting and filtering
- Braze, Eloqua, Marketo, MailChimp

CRO / LPO

- A/B testing, funnel testing, strategy and test plans
- Optimizely, Google Optimize

Analytics & Tracking

- Google Analytics and Amplitude
- Attribution governance and planning
- Pixel tracking setup and testing
- Data visualization and analysis

SEO / Content Marketing

- Keyword research and analysis
- Technical and On Page SEO
- Content strategy planning and execution

SEM

Display / Retargeting

Affiliate Marketing

CODE & DESIGN

HTML / CSS

JavaScript / React

HTML Email Development

WordPress / PHP

UI / UX Design

Graphic Design

Illustration

Writing

Game Development

Video Creation

Music Composition

Experience

You Need A Budget (YNAB)

Director of Digital Marketing

February 2016 - Present

Juhl Online Marketing

Senior Web Designer / Developer & Digital Campaign Manager Associate

February 2014 - January 2016

Warmoth Custom Guitar Parts

Web Designer / Developer

March 2009 - January 2014

RYAN LEWIS

Jack of all trades; master of quite a few. My broad experience and skill set allow me to strategize, execute and manage all aspects of a digital marketing campaign. With an eye for strategy, I am able to translate business goals into strategic marketing campaigns. As a coder/designer, I can code/design emails, banners, landing pages, custom tools and website. With my Marketing Automation experience, I can create funnels, score leads and segment traffic. Throughout this process, I am consistently monitoring the results, reporting and above all else, optimizing. Digital marketing is about numbers and creative. The coding/logic side of my brain can easily solve any marketing problem while my creative side flourishes when tasked with formulating new concepts to test/optimize.