

## Professional Profile - Ryan

Since 1993, I have enjoyed consulting with small to mid-sized businesses, helping them reach their desired goals through marketing. I have launched over a thousand individual campaigns that include **branding, direct mail, radio, newspaper, magazines, billboards, websites, e-mails and guerilla marketing**. I'm currently a well-known "**local**" **Marketing Expert** in the marketing industry. In addition, I produce a bi-monthly marketing e-newsletter which offers tips for local businesses to help them keep up with current marketing trends.

My passion for working with locally-owned businesses comes from being raised in a small family business where my parents operated a grocery store in Odessa, Missouri. It was there that I learned about **hard work**, the importance of good **character**, and that **customer service** is survival. Before you can start consulting to others about how to best spend their marketing budget, it's important to understand what it's like to walk many years in their shoes...I have!

After graduating from Missouri State University, I went directly into the marketing field as a **Marketing Coordinator** for one of the area's most well-known nurseries. Two years later I landed a position as Marketing Coordinator for a distributor of hair care products in Lenexa, Kansas. With several years of designing and coordinating direct mail campaigns, I was recruited by the Kansas City Star as a **Direct Marketing Consultant**. During this time, I consulted with businesses in nearly every industry: Furniture Stores, Shopping Malls, Entertainment (all types), Dentists, Restaurants, Electronics and many, many more. In addition to this wealth of experience, I obtained my **Professional Direct Marketing** (PDM) certification from The Bloch School of Business at UMKC.

As a **Marketing Manager**, I spent the next six years back in the trenches of the small business atmosphere helping a local heating, cooling and plumbing company reach TOMA and revenue goals. This was accomplished through **database mining, cross-selling, targeting new customers** and **broadcast media**. With a promotion, I was formally trained and certified as a **Sales & Marketing Manager**, overseeing the largest division of the company.

## Education

BFA in Graphic Design/Visual Communication

Minor in Photography

Missouri State University, Springfield, MO

Spring 1993

Professional Direct Marketing Certification (PDM)

The Bloch School of Business/UMKC, Kansas City, MO

1999

## Work History

- Sales & Marketing Manager  
Neal Harris Heating, AC & Plumbing, Kansas City, MO 2001 - 2007
- Direct Marketing Consultant  
The Kansas City Star, Kansas City, MO 1998 - 2000
- Marketing Coordinator  
Klindt Corporation, Lenexa, KS 1995 - 1997
- Marketing Coordinator  
Suburban Lawn & Garden, Kansas City, MO 1993 - 1995

## **Professional Experience**

### **Marketing Consultant**

- Paid Consultant for Hundreds of Businesses (all types)
- Practice “Proven” Advertising & Marketing Theories
- Managed Brainstorming Sessions for Business Teams
- Created Strategic Marketing Plans & Budgets

### **Direct Marketing**

- Certified (Professional Direct Marketer)
- Managed Thousands of Direct Mail Campaigns
- Copywriting & Creative Direction
- Planning, Print Buying & Coordinating
- Tested, Tracked & Analyzed Results

### **Radio Advertising**

- Wrote and Produced Hundreds of Radio Ads
- Media Buying, Scheduling & Coordinating
- Tested, Tracked & Analyzed Results

### **Website Design & Management**

- Research & Development for Websites
- Website Project Coordinator (Copy & Creative)
- Tested, Tracked & Analyzed Results/Traffic

### **Newspaper & Print (Magazine)**

- Media Budgeting, Buying, Scheduling & Coordinating
- Created & Directed Hundreds of Ads
- Tested, Tracked & Analyzed Results

### **Billboard Advertising**

- Media Buying, Scheduling & Coordinating
- Concept & Creative Experience

## **Organizations**

- KCDMA (Kansas City Direct Marketing Association)
- Delta Chi Alumni
- Clients for Life – Business Network

## **Lifestyle**

In my spare time, I enjoy spending time with my incredibly patient wife and our two children. I also like working on home projects, playing soccer, and watching the Chiefs.