

# RYAN KALLOK

c: 330.974.9571 e: ryankallok@gmail.com

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## Profile

**Highly visual, passionate and results-oriented individual focused on creating and enhancing experiences through the digital sphere.**

## Skills

Social Media Marketing	Digital Marketing Strategy	Reputation Management
Web & Social Media Analytics	Advanced Graphic Design	Brand Development
Email Marketing	Budgeting & Planning	Content Creation

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## Relevant Experience

**MAGIC TREE PUB & EATERY, Boardman, OH** 1/2017 to present  
*Marketing Manager*

Working at "The Tree" has been nothing short of an incredible experience. I have made a positive impact on the company in a relatively short timeframe through several successful marketing campaigns, including St. Patrick's Day 2017, the highest grossing day in Magic Tree's 5-year history.

- Embraced and conveyed the Magic Tree brand voice and positioning across all marketing and communications.
- Supported and collaborated on Magic Tree brand initiatives including digital, social media, in-house, and any guest-facing communications.
- Managed online reputation across various platforms including Facebook, Google, Yelp and TripAdvisor.
- Developed and implemented campaigns for email, online marketing, search engines and direct mail.
- Launched new company website, developed in WordPress, with emphasis on easier accessibility of information, online ordering and various contact forms.
- Prepared weekly marketing report to owners.
- Initiated market research studies and analyzed findings.
- Defined and tracked campaign effectiveness and adjusted strategies accordingly.

**MILL CREEK METROPARKS, Canfield, OH** 7/2013 to 1/2017  
*Graphics Specialist [Web/Digital Focus], Community Engagement*

Joining the MetroParks Graphics Department at the beginning of an extensive rebranding effort, I was initially hired primarily to help develop and maintain a new WordPress-powered website and design marketing materials. Quickly, I earned additional responsibilities beyond the scope of a typical graphic designer.

- Collaborated with cross-functional teams—including Administration, Golf, Fellows Riverside Gardens, and Education—to effectively produce promotional materials for web and print.
- Maintained and developed a 130+ page WordPress-powered website.
- Analyzed web and social platforms to identify SEO/traffic generation opportunities and delivered reports to Community Engagement Director monthly.
- Made cost-saving recommendations for software and other departmental purchases.
- Maintained and developed MetroParks Mailing List using iContact.

- Assisted in developing online marketing campaigns, effectively driving brand awareness and traffic to social media pages.
- Worked at the MetroParks booth at the Canfield Fair [2014, 2015] overseeing volunteers, engaging with the public, and providing general information.

**DISTINCT INDUSTRIES, Youngstown, OH**  
*Freelance Design/Marketing*

2/2008 to present

I established a highly competitive digital marketing and design sole proprietorship as a college student.

- Developed and implemented strategies for branding initiatives that influence marketing, design, advertising and public relations.
- Identified target markets and assess consumer perceptions, competition, business trends, and product value.
- Assessed strategies used for online and offline marketing campaigns to determine the ROI and venture into new outlets to increase revenue growth.
- Knowledge of SEO, SEM and CRM to understand and exceed the return on client social media goals.
- Won numerous awards and recognition, including the 2016 GDUSA American Web Design Award.

**YOUNGSTOWN STATE UNIVERSITY, Youngstown, OH**  
*Intern, Campus Recreation & Student Programming*

11/2007 to 5/2010

Being initially hired to help design marketing materials and update the department's website, I quickly earned the title of Intern and a wide range of additional responsibilities.

- Chair of Penguin Pre-Party Concert Series [2009-10 academic year]
  - Carefully managed a budget of \$20,000, event planning, hosting of events, market research, social network and web updates, photography, and oversaw a staff of 6-8 students at events. Negotiated all talent and technical contracts/riders.
- Developed and maintained relationships with local and regional businesses for sponsorship opportunities.
- Created and executed integrated marketing campaigns, promotions and contests, event planning, event management and public/media relations.
- Maintained social networks, email campaigns and department website.
- Responsible for public relations—wrote and executed press releases to a targeted news outlet.
- Volunteered on Penguin Productions concert committee—responsible for assisting with large-scale events on campus and Covelli Centre, gaining experience in national talent buying, committee leadership, marketing, promotions and public relations.

## Education

**Bachelor of Science in General Administration**  
**Minor in Creative Writing**  
 Youngstown State University, 2014

## Certifications

**Social Marketing Certification**  
 Hootsuite Academy, 2016

**Inbound Certification**  
 Hubspot Academy, 2015