

Ryan Kallok

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High-energy marketing professional with 10+ years of experience in helping organizations grow through creative, integrated marketing strategies.

Relevant Skills

- Digital Marketing
- Social Media Management
- Branding
- Graphic Design
- Copywriting
- Email Marketing

Experience

JANUARY 2008 – CURRENT

Founder | Distinct Industries

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.
- Managed websites and online marketing efforts for clients including paid search and social media.
- 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 social media goals.

JANUARY 2017 – JANUARY 2018

Marketing Manager | Magic Tree Pub & Eatery

I 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 five-year history.

- Embraced and conveyed the Magic Tree brand voice and positioning across all marketing and communications.
- Developed annual and quarterly marketing communications plans.
- Supported and collaborated on Magic Tree brand initiatives including digital, social media, in-house, and any guest-facing communications.
- Managed online reputation across platforms including Facebook, Google, Yelp, and TripAdvisor.
- Developed and implemented campaigns for email, online marketing, search engines, and direct mail.

- Managed and launched new website (migrated the website from Squarespace to WordPress).
- Prepared weekly marketing report to owners.

JULY 2013 – FEBRUARY 2017

Graphics Specialist [Web / Digital] | Mill Creek MetroParks

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.

NOVEMBER 2007 – MAY 2010

Intern | Youngstown State University

- 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, oversaw a staff of 6-8 students at events and 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.

Education

MAY 2014

BSBA in General Administration | Youngstown State University

Minor in Creative Writing