

# Ryan Street

Houston, TX | Remote

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## Work Experience

**Marketing Manager** | BeSomeone, Remote

June 2022 – Present

- Manage social media marketing campaigns for an Ed-Tech startup.
- Facilitate website design, marketing messages and public releases.
- Lead internship program, educate interns on best practices for social media marketing.

**Creative Writer** | Houston Outlaws, The Woodlands, TX

June 2022 – Present

- Write weekly radio segments and web content covering Esports and Gaming News. Nationally syndicated across the US through Key Networks.

**Editorial Content Manager** | Houston Outlaws, The Woodlands, TX

Nov 2021 – June 2022

- Managed content creation for esports and gaming media.
- Wrote nationally syndicated radio spots that aired to thousands of listeners weekly. My efforts to improve this content led to a new airing partnership with radio distributor Key Networks, increasing revenue and distribution.
- Coordinated a complete rebranding for one of our outlets - CheckpointXP.
- Lead internship program designed to educate students on best practices for online publishing.
- Built and managed business relationships within Esports, gaming brands and universities.

**Associate Project Manager** | SeedX, Remote

Aug 2020 – Sep 2021

- Lead creative direction for online marketing campaigns across a wide variety of businesses and nonprofits.
- Wrote, edited, and published 10-12 pieces of unique content per client each month.
- Collaborated with design and production staff to create innovative designs for marketing projects while managing deadlines.
- Revamped work strategies and processes to better accomplish agency objectives.
- Significantly increased client's brand recognition and revenue. Achieved over \$300,000 in campaign fundraising for a client.

## Education

**Certification - FullStack Web Development**

The University of Texas, Austin

**B.A. - Rhetoric and Writing, Minor in Business**

The University of Texas, Austin

**Skills:** HTML, JSON, CSS, JavaScript, MySQL, Node, React, Adobe Creative Suite, Video Editing, WordPress, Wix, AP Style, Graphic Design, Google Analytics