

RYAN GENDEL

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Summary

Exceptionally well-rounded and driven problem-solver who has a passion for being creative and making a difference. Capable of drafting, developing, and maintaining a wide range of deliverables including: advertisements, computer graphics, videos, fliers, posters, product packaging, websites, analytical reports, and much more.

Areas of Expertise

- HTML5/CSS3/Bootstrap
- Adobe CS6
- Microsoft Suite
- JavaScript/jQuery
- WordPress
- Statistical Analysis

Relevant Work Experience

Graphic Designer/ Marketing Assistant, Preferred Meals

June 2016–June 2017

- Created ads and posters for trade magazines, school cafeterias, newspapers, and Internet
- Designed packaging for new product roll outs including flat breads, muffins, and pizza
- Constructed graphics for monthly menu headers/footers and marketing collateral which reached over 100k people
- Analyzed data to find characteristics of successful muffins and menu items in order to launch new products
- Maintained customer facing website using WordPress as well as our Intranet using .NET

VP of Marketing, Oma Shanti Inc.

June 2015–October 2016

- Coordinated the planning, strategy development and implementation of all external and internal marketing collateral, public relations activities, and communications plans
- Edited the content and designed customer facing deliverables, including: logos, website, one-sheets, executive summaries.

Graphic Designer, Met Media

September 2013–June 2015

- Facilitated artwork/ads from initial concept to completion including print, Online, and 3D displays
- Laid out newspaper by creative problem solving, developing print ads, and collaborating with many people

News Correspondent, The Met Report (College News)

August 2013–June 2014

- Pitched story ideas then wrote copy, filmed, edited raw video footage, and anchored news features for weekly newscast
- Operated most of the technical aspects of running a newscast - including: cameras, audio board, VTR, teleprompter

*Moved back to Denver September 2013

Bartender, Bob's Place

May 2011–August 2013

*Moved to Vail in May 2011

Personal Banker, JP Morgan Chase

August 2009–May 2011

Account Executive, At&t

July 2007–June 2009

Education

Northwestern University

Northwestern Coding Bootcamp - JavaScript Full Stack Web Development

October 2017

Metropolitan State University of Denver

B.A. Economics with a minor in Marketing

May 2015

Technical Skills

Languages, Platforms & Databases: HTML5, CSS3, JavaScript, React.js, Node.js, Express.js, NPM packages, JQuery, JSON, Ajax, Bootstrap, WordPress, Firebase, MongoDB, Terminal 4, MySQL

Design & Production: Adobe CS 6: Illustrator, InDesign, Photoshop, Premier, AfterEffects. Final Cut, InkScape, Gretl, Salesforce, MailChimp, Bitrix24, GitHub

Data Analysis: AdWords, Google Analytics, Gretl, SPSS, Excel

Social Media/Productivity: Microsoft Word, Outlook, PowerPoint, Google Docs, Google Drive, Gmail, Facebook, Twitter, YouTube

Committees & Awards

President, Student Economic Society

December 2014–June 2015

- > Student Advisory Council to Dean Murphy
- > Student Advisory Committee to the Auraria Board
- > Student Fee Review Panel

- > Won Two Emmys for "Best Student Newscast"
- > MLK Peace Breakfast Committee
- > Presenter - 7 Habits of Highly Effective People