

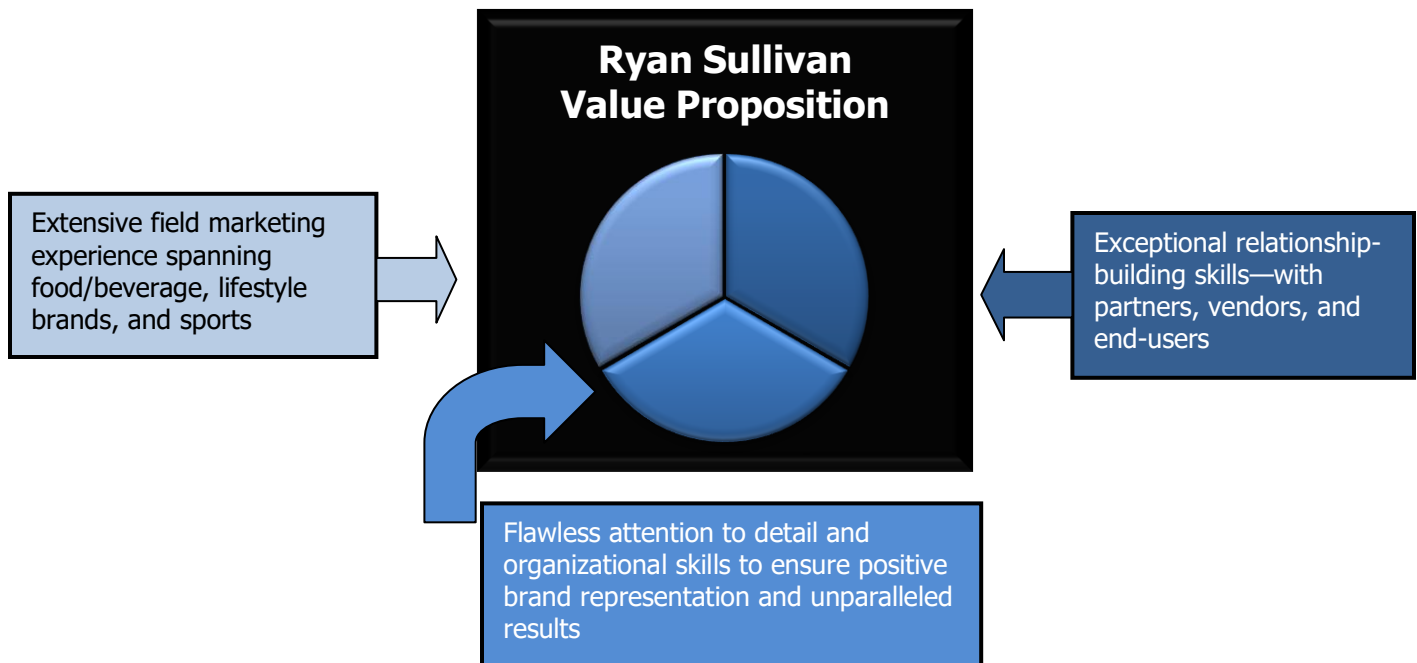
Ryan P. Reynolds

3 Blair Stone Road, #1 ♦ Tallahassee, FL 32301
850.591.9995 ♦ ryanpreynolds@gmail.com
Linkedin.com/in/ryanpreynolds

SENIOR MARKETING MANAGER

EXPERTISE IN FIELD & EVENT MARKETING

Delivering industry-leading results in consumer awareness and consumption through a balanced combination of experience, superior communication skills, and an unrelenting drive for results:



PROFESSIONAL EXPERIENCE

ENERGY DRINK NORTH AMERICA, Minneapolis, MN

2013-Present

Senior Field Marketing Manager

The world's best-selling energy drink.

Drive field marketing and sampling programs in the Midwest that have **catapulted volume 30% and increased awareness points +4** in fewer than three years. Curate a full 360 marketing and consumer engagement program including media buys, sponsorship negotiations, and creating local brand affinity. Spearhead best-in-class execution of 250+ third-party events annually including recruiting and developing marketing specialists, student brand managers, wings team members, and event logistics team members. *P&L management of \$900k.*

- ➔ Served as project manager for international branded events including Crashed Ice, which received a **Global Best Practice** for **25% increase in attendance** and **30% growth in media impressions**.
- ➔ Realized **20% volume growth** over previous year with KTM bike retail marketing program at key convenience retailer *Super America*.
- ➔ Restructured the collegiate plan to achieve an average of **15% growth in sales** in stores surrounding the colleges selected to participate in the program.
- ➔ **Exceeded annual engagement goals by 15%** with a digital marketing strategy that engaged a new and infrequent user base in a unique manner.
- ➔ **Increased key tastemakers 50%** as a tool in the strategy to impact consumer purchase behaviors.

FORMULA AVENUE, Chicago, IL

2011-2013

Marketing Manager, Heartland Region*Marketing agency focused on lifestyle and beverage products.*

Recruited to bring stability and efficiency to on- and off-premise brand programs under the Heineken USA portfolio, encompassing **5,000+ regional special events and branded consumer activations**. Significantly improved customer experiences, increased consumption, and enhanced retailer satisfaction. *P&L management of \$500k.*

- ➔ **Increased sales 20%** over previous year's Riot Fest event by increasing product visibility and availability.
- ➔ Played a key role in launching "The Most Interesting Man" campaign in Chicago, including a large-scale Cinco De Mayo campaign that spanned **200+ accounts** and featured branding displays and samplings.
- ➔ Hired and developed three full-time market managers and **more than 200** part-time ambassadors for program/event execution.

COCONUT WATER, Chicago, IL

2012-2013

Marketing Manager, Midwest Region*Coconut Water was purchased by Pepsi in 2013.*

Launched the brand in Chicago, rapidly catapulting Coconut Water in Chicago to become **third-leading sales market in just nine months**. Managed live events and leveraged media buys with local PR firms, health bloggers, radio, and news outlets to increase brand visibility.

- ➔ Secured media partnership with CBS Radio for print, radio, event, and billboard advertising in Chicago market—which contributed to a **15% increase** in consumer awareness and consumption.
- ➔ Built integrated 360 sponsorships with local pro-sports organizations including Chicago Sky (WNBA), Chicago Fire (MLS), and Chicago Soul (MISL).

HEALTHY PERFORMANCE COMPANY, Chicago, IL

2011

Field Marketing Manager (Contract Role)*Producers of alternative energy drinks.*

Curated HPC brand in Chicago area including launching sampling campaigns with local fitness centers, sports teams, health clubs, and endurance events.

- ➔ Sourced and negotiated **50+ sponsorships** including Tough Mudder Series and International Cycling Classic; also secured branding opportunities with elite-level endurance athletes including US cyclist Robbie Ventura.

ABC EXPERIENTIAL, Chicago, IL

2009-2010

Field Marketing Manager (Contract Role)*Marketers for Moët and Hennessy alcoholic beverages.*

Spearheaded on-premise bar marketing program including event planning, communication, coordination, and on-site event execution. Oversaw ambassador program for bar and restaurant sampling.

OGRE ENERGY DRINK (HANSEN'S BEVERAGE COMPANY), Detroit, MI

2008-2009

Field Marketing Specialist*Markets 34 beverages in the US under the Ogre brand.*

Cultivated relationships to increase sales 49.9% in just 17 months.

EDUCATION**OAKLAND UNIVERSITY — Bachelor of Science (B.S.), Business Management**

*Areas of Expertise: Sales, Marketing, & Business Development | Sponsorships, Partnership, & Alliances
Product Launch Campaigns | Strategic Market Analysis | Event Management & Execution
Consumer Engagement Programs | Relationship Management | 360 Business Planning
Digital Marketing Strategy | Budget Planning & Analysis | Team Building & Performance Management*