

# Contact

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# Expertise

- Forward planning
- E-mail campaigns
- Brand marketing
- Communications
- Project management
- Digital marketing campaigns
- Implementing plans
- Designing Graphics
- Web design
- CSS design
- Visual media
- Content creation
- Corporate design
- Market intelligence
- Customer Focus
- Spotting business opportunities

# Skills

Leadership  
Problem solving  
Teamwork  
Responsibilities  
Organizing  
Planning  
Management



# RYAN SIRLES

## PROFILE

An energetic, motivated and highly dynamic person with strong working skills and a broad range of hands-on and theoretical experience ranging in many areas. Ensuring the right platforms are used to deliver the right messages to the right audiences at the right time. Responsible for the effective day to day running of the company's email channels. Expert in completing demanding assignments within crucial timelines. Highly articulate, demonstrating excellent interpersonal skills. Strong time management skills and methodical aptitude with an innate ability in decision-making, coordinating and synthesizing data.

## CAREER SPECIFICS

<b>Email Communications Specialist</b> UC Santa Cruz	2018 - Current
<ul style="list-style-type: none"><li>▪ I serve 30-40 active email authors with HTML and CSS revisions of their email drafts, campaign scheduling, and design consulting.</li><li>▪ I train new authors on email systems, including best marketing and implementation practices.</li></ul>	
<b>Remote Support Consultant</b> BACS Consulting	2017
<ul style="list-style-type: none"><li>▪ Provided swift, exemplary assistance to clients of various sizes (between 20 and 1000 users) via phone and email over a wide scope of software troubleshooting and configuration ranging from end user Microsoft Office, QuickBooks, and AVG suite, to Windows Server, Active Directory, and Group Policy management.</li><li>▪ Provided LAN/WAN network support via the Meraki platform.</li></ul>	
<b>Post Production Technician</b> Catalyst Post Services	2014 - 2016
<ul style="list-style-type: none"><li>▪ Provided remote support, inventory control, invoicing, as well as equipment transportation and setup.</li><li>▪ Built and maintained 50 video editing systems to supervisor specs concurrently per year, including hardware and software.</li><li>▪ Troubleshoot client systems as necessary.</li></ul>	

## EDUCATION

<b>HS Diploma</b> Aptos High School	Class of 2013
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*Attended many technical electives including graphic design, AutoCAD, and an experimental class called iTAP, where I learned the basics of web design, hardware/software troubleshooting, and client technical support.*

<b>Codecademy</b> HTML & CSS	2018
<b>Media Composer Certification</b>	2015

## Communication

Dealing professionally with a wide range of people including senior management, executives, etc. Employed appropriate and often innovative solutions to increase communication while using time efficiently to track progress and meet goals.

Fluency in written and spoken English.

## IT and Numeracy

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Google Apps (Drive, Docs, Gmail, etc.)
- Microsoft Office
- Adobe Premiere/Avid Media Composer
- Logic Pro X/Pro Tools
- Efficient in analytical and numerical problem solving techniques.

## Personal Skills

- Entrepreneurial spirit
- Persuasive & articulate
- Relationship development
- Influencing skills

## LEADERSHIP, PROBLEM SOLVING & RESPONSIBILITY

- Commercial awareness & business acumen.
- Identifying, developing and directing the implementation of digital communications strategy.
- Knowledge of market segmentation and vertical marketing.
- Deep understanding of mobile and web technologies.
- Experience of executing a successful digital marketing campaign.
- Creating engaging marketing content across multiple platforms.
- Ability to learn quickly and drive new messages through customer channels.
- Liaising closely with a customer or client at the design stage.
- Ability to interact with designers, programmers and clients.
- Creating content that converts visitors to purchasers.
- Enhancing the look, functionality and appearance of a website.
- Designing websites that are easy and effective to use.
- Involved in planning & organizing the organization's activities to achieve targets.

## TEAM-WORK

- Participated and contributed equally while working in a group for projects at work.
- Ability to get on with all levels of people and possess strong relationship building skills.
- Built effective personal relationships and networks within the team, which contributed towards achieving organizational and team successes.

## ORGANIZING, PLANNING & MANAGEMENT

- Strong organizational, administrative and analytical skills.
- Able to work within brand and design guidelines.
- Excellent graphical skills, creative flair and good color sense.
- Possessing the financial acumen and commercial flair needed to understand diverse market and identify potential opportunities and new clients.
- Improving margins and maintaining a high quality service to clients.
- Able to develop, coordinate, delegate and plan work activities.
- Quick learner, possess a broad range of experience, highly motivated, and have the ability to work in structured and unstructured environments and initiating career awareness and self-monitoring on my overall progress.

The above details are true and accurate to the best of my knowledge. Given the opportunity, I will discharge my services to the best of your satisfaction.

*Reference Available on Request*