



RYAN FARRELL
Content strategist, copywriter
and user experience designer.

CONTACT INFO
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EXPERIENCE

Sr. Copywriter & UX, TrueCar: 2017 - Present
Responsible for voice, tone, clarity and conversion optimization for all car-buying and selling products within the TrueCar experience.

Sr. Content Strategist, Inspire: 2016 - 2017
Research, write, design and push live the content that would get people to stop being wasteful. It was hard, people like to waste.

Creative Director, Wpromote: 2013 - 2016
Founded and oversaw creative department within 200-person online marketing agency. User-experience strategy for all client product marketing.

Creative Strategist, Wpromote: 2012 - 2013
Graphic design, user experience and copy. Strategic leadership and management of integrated online marketing campaigns.

Content Strategist & SEO, Wpromote: 2010 - 2012
Researched and identified opportunities for organic growth through earned, owned and paid channels for enterprise B2B and B2C clients.

Drummer, Guttermouth: 2005 - 2011
Traveled 5 of the 7 continents, played music in front of 10's of 1000's of people, and learned the value of teamwork while crammed in the back of a tour van.

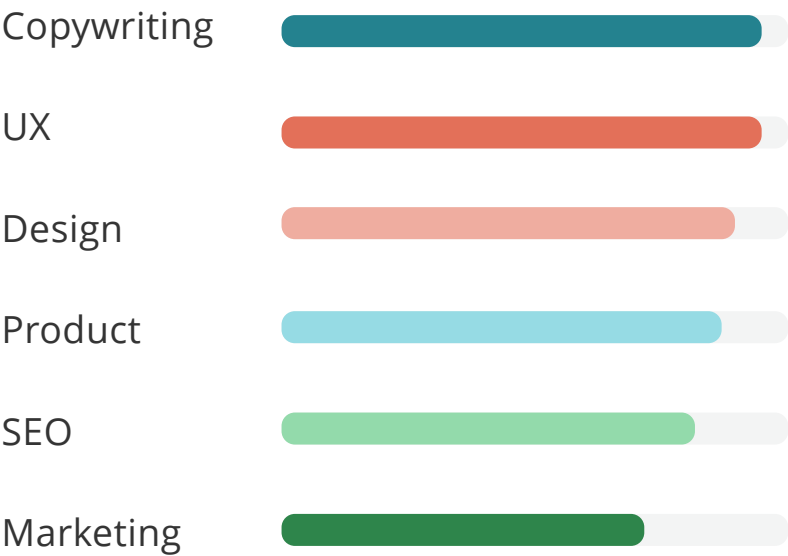
EDUCATION

B.A. Political Science, CSULB
Pre-law. Graduated with honors in 2007

UX Design, General Assembly
Design, research and usability training

Front-End Web Dev, General Assembly
HTML5, CSS3, Javascript

CREATIVE SKILLS



TECHNOLOGY SKILLS



SOFTWARE



HOBBIES

