

Kaitlin Anne Ryan
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Professional Summary:

Self-starting, results-oriented, detailed professional with comprehensive marketing and communications experience. Background includes an emphasis on marketing, market research, and event planning. Excellent time and project management skills with the ability to balance deadline and budget constraints. Extensive knowledge of operating procedures of small and large conventions, as well as company functions. Excels in providing new, creative ideas and improvements to make each event or campaign more successful than the last.

Professional Experience:

Gateway Mortgage Group (Oklahoma City, OK)
Mortgage Banker

October 2010 – Present

- Analyze applicants' financial status, credit, and property evaluations to determine feasibility of granting loans.
- Organize participation in trade shows to demonstrate and promote products and services.
- Conduct, gather and analyze market research to find business opportunities.
- Manage and process for Gateway's entire Oklahoma City branch while preparing for national and state NMLS licensing exams.
- Research and organize educational opportunities for local realtors.
- Consistently meet or exceed monthly goals and expectations.
- Evaluate and approve loans within specified limits, and refer loan applications outside those limits to management for approval.
- Consult with customers about the different types of loans and credit options that are available, as well as the terms of those services.
- Maintain and compile copies of loan applicants' credit histories, corporate financial statements, and other financial information.
- Review and update credit and loan files.

a la mode, inc. (Oklahoma City, OK)
Real Estate Software Development
Event Marketing Manager

August 2006 – September 2010

- Planned event details and marketing plan for the a la mode, inc. Annual Convention at The Rio Hotel in Las Vegas in June 2007 with 1K attendees, solicited and coordinated with 30 exhibitors, and planned travel accommodations for 25 employees.
- Planned and advertised nearly 40 appraisal education seminars across the nation with 100-200 attendees at each, while coordinating with company and customer instructors, and hotel staff.
- Researched different hotel, travel and meal arrangements to find the best group rate, and most effective options to save the company time and money, and keep employees happy and comfortable while on the road.
- Surveyed event attendees to spot areas that need improvement to ensure a high level of customer satisfaction, and boost repeat attendance.

- Input, retrieved, and updated event setup information and produced event reports through an internal event management system.
- Created collateral for national tradeshow and seminars to generate interest and boost sales.
- Coordinated company travel accommodations, exhibitor plans, booth signage and construction for over 30 tradeshow all over the United States, including The National Association of REALTORS® Expo each year, with nearly 25K attendees.
- Created monthly newsletters to a customer base of over 60K real estate professionals across the nation, highlighting training and event opportunities to help customers succeed in their specific market.
- Other responsibilities included: Solving problems and handling complaints from attendees or the public in accordance with established policies and procedures, making or arranging last-minute adjustments in room or equipment setup, and opening and securing facilities before and after events.

Education:

Advertising and Journalism; University of Oklahoma (Norman, OK)

Community Involvement:

Edmond Young Professionals Elite Partner, Ronald McDonald House Charities of Oklahoma City Young Professional