

RYAN J. KAPLAN, MBA

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FULL STACK WEB DEVELOPER | EXPERIENCED SALES & MARKETING MANAGEMENT PROFESSIONAL

Adaptive web developer with more than 10 years of business experience with exceptional **problem solving** and **team leadership** skills.

Web Development Tools & Technologies: HTML, CSS, Javascript, JQuery, Node, SQL, MySQL, Sequelize, Mongo, Express, NPM, Handlebars, React, MERN, Progressive Web Applications.

Technical skills: Microsoft Office, CRM Applications, Various ESP platforms, Ad Tracking platforms (Cake, Hitpath, Hasoffers), experience with custom scheduling and reporting tools.

Web Development | Digital Marketing | Sales & Business Development | Reporting & Analytics | Team Management

PROFESSIONAL EXPERIENCE

FLEX MARKETING GROUP | New York, NY

June 2011–Oct. 2018

Innovative, full-service direct response email marketing—maximizing advertising campaigns/delivering solutions to B2C and B2B accts.

Director of Sales (Mar. 2017–Oct. 2018)

Promoted to oversee all sales for group—leading new business development initiatives and driving revenue growth by cultivating leads and executing short- and long-term marketing and sales campaigns. Onboarded 8–10 new team members/sales associates; provided mentoring and coaching to ensure mastery of tools to achieve aggressive goals. Successfully developed such strategic accounts as Publishers' Clearinghouse, DraftKings, and Detroit Trading.

- Increased revenue by \$500K and improved number of successful offers by effectively implementing sales plans.
- Represented Flex Marketing in closing deals while leveraging social media—creating new accounts/channels, developing existing presence, creatively mining leads through LinkedIn, and creating highly effective B2B outreach.
- Boosted response, open, click, and conversion rates by managing many campaigns/frequent advertiser collaboration.

Director of Operations (Nov. 2012–Mar. 2017)

Drove overall operations—cultivating, nurturing, and maintaining long-term relationships with advertisers as well as overseeing email marketing team of 10. Managed campaign execution for optimal results, collaborating directly with advertisers to formulate results-generating strategies for clients while adhering to tight budgets and deadlines.

- Significantly improved cross-departmental/advertiser communications and coordination, optimizing results:
(1) Improved mailer performance/volume (decreased compliance issues); (2) Generated increased conversion rates/click-open ratios; (3) Increased overall revenue potential through improved performance/volume of new/retest offers.
- Worked with email team, designers, and advertisers to test new campaigns, find best solutions, and increase results.
- Achieved best conversion rates by negotiating higher payouts, scaling campaigns, and adjusting parameters.
- Increased CPM buys from \$10K to \$190K a month by introducing process improvements and optimizing logistics.

Financial Analyst (June 2011–Nov. 2012)

Acted as Brand Account Manager, delivering brand management strategies to 50 advertising accounts.

- Managed customer lists of up to 600K recipients—executing ~20 email marketing campaigns on daily basis.
- Created strategic campaign schedules for upcoming releases by analyzing real-time results from previous days.

EDUCATION

Certificate, Full Stack Web Development— RUTGERS CODING BOOTCAMP | Jersey City, NJ (2020)

MBA, Entrepreneurial Studies — PACE UNIVERSITY | New York, NY (2011)

BBA, Marketing — THE GEORGE WASHINGTON UNIVERSITY | Washington, DC (2008)