

RYAN J. KAPLAN, MBA

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EXPERIENCED SALES & MARKETING/ACCOUNT MANAGEMENT PROFESSIONAL | DIGITAL MARKETING EXPERTISE

10 years' Sales/Business Development & Strategic Planning Background Leveraging Digital Advertising, Email Marketing, and Affiliate Marketing Campaigns – Successfully Onboarding-Mentoring-Managing Sales Associates

Adaptive business development, sales, and marketing strategist as well as tenacious digital marketing professional **with proven record of increasing sales, cultivating new business opportunities, optimizing operations, executing initiatives, and developing effective solutions.** Nimble in scaling and adjusting variables to deliver outstanding campaign results.

- Expertly harness customer-centric, strategic focus with key sales, marketing, and operations leadership skills.
- Talented campaign management experience—achieving optimal results on time and within budget.
- Leverage keen assessment skills in developing exceptional campaign strategies that reach target audiences.
- Proven expertise implementing sales and brand strategies—consistently capitalizing on market opportunities. Deep brand experience across multiple segments (automotive, licensure, education, insurance, entertainment).
- Technical skills: Microsoft Office, Various ESP platforms, Ad Tracking platforms (Cake, Hitpath, Hasoffers), basic SQL and HTML; experience with custom scheduling and reporting tools.

**Team Management | Digital & Affiliate Marketing | Direct/Email Marketing | CRM | Database Management
eCommerce & Subscription Marketing | Reporting & Data Analytics | Campaign 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 collaborations.

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.

- Doubled revenues in 1st year by analyzing data, identifying trends, modifying parameters to ensure optimal results, and successfully executing campaigns (including loading assets to an ESP and effectively editing HTML).
- 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 **MBA, Entrepreneurial Studies — PACE UNIVERSITY** | New York, NY (2011)
 BBA, Marketing — THE GEORGE WASHINGTON UNIVERSITY | Washington, DC (2008)