

RYAN PUTMAN

Get In Touch



Mobile Number

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Email Address

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+ MARKETING/DESIGN WORK EXPERIENCE

University of Portland

Program Manager of Marketing 2017 - 2018

Develop and execute marketing strategies and marketing plans and programs incorporating appropriate channels (i.e., web presence, digital, and print) to meet departmental and/or organizational objectives.

Design and drive alumni e-marketing and communications providing effective and brand aligned messaging. Specific duties include managing the alumni e-marketing calendar, and writing, editing, and producing monthly e-newsletters, local and regional e-blasts, and other key communications pieces for alumni as needed.

Manage and moderate all alumni social media channels and online platforms including Switchboard, Facebook, LinkedIn, and Twitter.

Edge One Media

Web / Graphic Designer 2013 - 2017

Creation of custom responsive themes for Wordpress, and Drupal. Initial web site mockup design to manipulation of responsive wireframes using css, html, and javascript to create a working prototype of approved design. Creation of front end elements and building out of interior pages with content.

Deal directly with clients to troubleshoot issues (plugin conflicts, security updates, malware removal on compromised sites), make content updates. Preventative security updates; wordpress/drupal core updates, plugin updates and security patch implementation.

Manage client help desk and delegate incoming tasks to team members.

Work with clients to build e-newsletters, print newsletters, print ad placements, direct mailings and other branding materials for their companies. Database creation, server management, CMS installation and transferring of sites between development and production servers.

+ EDUCATION

B.A. DIGITAL ART

MINOR BUS. ADMINISTRATION

UNIVERSITY OF OREGON

EUGENE, OR



Gained proficiency through practice in layout, print formatting, illustration, web design, product design, animation, film and video.

Business background includes advertising, marketing, management, finance, economics and accounting.

+ OTHER RELEVANT WORK EXPERIENCE

Freelance Graphic / Web Designer

Holiday card artwork, annual finance report and various branding materials for the **Portland State Alumni Association**.

Custom Wordpress theme creation to refresh **PortlandBottling.com**.

Logo creation for use on glassware, merchandise and signage for **Full Access High Desert's** annual charity benefit.

Logical Position

Internet Marketing Specialist 2013

Initiated the sales process by scheduling appointments and making initial presentations directly with prospective clients.

Closed sales by: building rapport with potential accounts; explaining product and service capabilities; overcoming objections.

+ TECHNICAL SKILLS



Proficient with [Wordpress](#), [Joomla](#), [Drupal](#), [Adobe](#), [HTML / CSS](#), [Social Media](#), [Google Analytics](#), [SEO](#), and [Microsoft Office Suite](#).

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