

Ryan Hartswick

Digital Marketing Specialist

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WORK EXPERIENCE

Sheet Gurus SMS

Oct. 2020 – Present

Digital Marketing Specialist

Remote

- Sheet Gurus is a Google Sheets add on application that enables users to send customizable bulk SMS text messages from their Google Sheets to any number of devices.
- As Digital Marketing Specialist, I executed all digital marketing initiatives, including marketing strategy, SEO and SEM and social media content. Monitored and optimized advertising campaigns using Google Ads and Mail Chimp.
 - Increased downloads in the Google Workplace Marketplace by 1658.25% in the first year of running campaigns.
 - Improved quarterly revenues by upwards of 20% to allow for higher campaign budgets.
- Increased customer acquisition and ROI through continuous optimization, testing and experimenting with ad creative work, bid strategies, audience targeting and placements.
- Conducted research to better understand market trends across diverse platforms and audiences.

Floodcraft Brewing Company

July 2017 – Oct. 2020

Manager/Event Specialist

Oakland, CA

- Spearheaded new programs promoting local beer, which saw sales increase by up to over 15% quarterly.
- Orchestrated taproom events with local breweries and wineries with upwards of 80 guests in attendance.
- Supported branding, digital marketing messaging and advertising campaigns by engaging with followers on social media platforms.

Cumulus Media

Jan. 2016 – June 2017

Marketing/Programming Intern for KFOG

San Francisco, CA

- Contributed to mock-ups, email campaigns and social media to engage with followers of KFOG.
- Created content for the Twitter account daily to engage with followers of the program.
- Updated the KFOG.com website with all of the weekly events, adjusting pages to better display content and promote upcoming shows.

Spotify

Jan. 2013 – June 2015

Brand Ambassador

San Francisco, CA

- Planned and organized demo events by working hand-in-hand with on campus clubs and organizations to groups of up to 50 people.
- Increased brand awareness by conducting field recruiting and personally attended and set up over 20 in person events to promote the Spotify app.

EDUCATION

San Francisco State University

Bachelor of Arts: Business Marketing

May, 2016

San Francisco, CA

SKILLS & INTERESTS

- **Certificates:** Fully certified in Google Ads: Search, Display, Video, App, Measurement and Shopping
- **Skills:** Digital marketing; PPC; email marketing, mailchimp; Google ads; Google Workplace, web development; HTML, CSS, JS; social media; graphic design; copywriting; sales and creative thinking
- **Interests:** Tennis; aquascaping; guitar; web development; pickle ball; traveling; super smash bros