

# RYAN KRYSIAK (Green Bay, WI)

Frontend Design Portfolio: <http://BackedByRyan.com>

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## EXECUTIVE SUMMARY

A **Frontend Developer & UX Designer** with 10 years of experience as a *digital marketing freelancer* that focused on *SEO, Social Media Growth, and Client Management*. A lifelong learner with strong analytical pattern recognition skills to stay ahead of trends and build products that people enjoy using.

## FUNDAMENTAL STACK:

HTML5, CSS3, Javascript, ReactJS, Typescript

## WITH ADDITIONAL EXPERIENCE IN:

NextJS, Figma, Bootstrap, Sass, Storybook Wordpress

## FUNCTIONAL EXPERTISE

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- Web Accessibility & Responsive Design
- Search Engine Optimization (Youtube & Google)
- Highly Organized & Clear Communicator
- Purpose Driven UI/UX Design Decision Making
- A/B Testing, Marketing Funnel Optimization
- Self Starter & Infinite Drive for Growth

## DEMONSTRATED PROFESSIONAL HISTORY

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RMK Studios

January 2011 – Present

### Owner - Self-Employed Contractor

*Marketing freelancer driving affiliate campaigns for companies like HostGator, iPage, and Audible.*

### Growth Marketing & Search Engine Optimization

- **Top affiliate for Hostgator.com:** Designed and executed affiliate marketing funnels for HostGator, yielding over \$500,000 in cumulative affiliate commissions over 2 years.
- **Youtube & Google SEO:** Ran a coupon website similar to RetailMeNot.com and ranked for hundreds of relevant search terms on Youtube and Google to acquire traffic and convert affiliate offers.
- **Email Marketing:** Developed email capture strategies and marketing flows for multiple daily deal websites.
- **Social Growth:** Grew a community from 0-200,000 in 6 months on the app, Musical.ly (the smaller predecessor to TikTok) through outreach, collaboration, and strategic content creation that acquired several front-page features.
- **Virality:** Coordinated a viral video with 20+ million views across social platforms that led to placements on Twitter News, Cheddar News, What's Trending, The Huffington Post, and more.

## OTHER RELEVANT INFORMATION

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**Top Programs:** Visual Studio Code, Adobe Creative Suite, Final Cut Pro, Google Suite, Ableton Live

**How I Stay Organized & Productive:** Notion, Todoist, Google Suite

For examples of my work, please visit my portfolio:

<http://BackedByRyan.com>

I look forward to speaking with you!

