

Ryan Bucci

Knoxville, Tennessee 37922 • 865.223.4928 • RyanBucci5@yahoo.com • LinkedIn.com/in/Ryan-Bucci • RyanBucci.io

Content Strategist

Recent graduate with a degree in Business Administration and experience in electronic marketing, brand management, and social media. Skilled in team building and development, and utilizing collaborative strategies to increase overall effectiveness. Communicative and professional, able to learn quickly, produce results, and serve both internal and external stakeholders.

Areas of Expertise

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|--------------------------|------------------------|------------------------------|
| • Client Interactions | • Graphic Design | • Social Media Management |
| • Project Management | • Brand Management | • Search Engine Optimization |
| • Microsoft Office Suite | • Adobe Creative Cloud | • Digital Marketing |
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EDUCATION

Bachelor of Science in Business Administration, *Summa Cum Laude*

University of Tennessee, Knoxville, Tennessee 2017

Collegiate Honor Society, Dean's List

EXPERIENCE HIGHLIGHTS

HOSPITALCAREERS.COM, Knoxville, Tennessee, 2017-Present

Content Strategist

My position at HospitalCareers calls on all my digital marketing techniques, search engine optimization, and content creation skill set. I locate, monitor, evaluate, and recommend SEO opportunities and strategy changes through the use of Ahrefs, Google Search Console, and Google Analytics. I implement keyword research strategies in the planning, development, and updating of existing and future site content across all digital mediums. I develop a content strategy, update, and write web content, as well as track performance metrics to continually improve on the engaging content after publication. I ensure appropriate content delivery on the HospitalCareers platform by manipulating the WordPress CMS and HTML pages so the content is formatted and presented properly across the HospitalCareers platform. I monitor, write, and share engaging content for use on all company social media pages. I develop and publish the weekly company newsletter to all our subscribed users. I engage in outbound digital marketing techniques through various contact methods including email marketing, to secure partnership opportunities and guest post opportunities.

UPWORK, Knoxville, Tennessee, 2011-2017

Online Freelance and Team Manager

Direct team of 5 to 10 content curators on brand development projects, providing guidance, assigning workflow, and monitoring progress. Support team effectiveness by setting standards for recruitment of qualified talent and professional development of current team members. Manage social media including Google Plus, Facebook, Instagram, and Pinterest. Create, write, and edit content incorporating strategic placement of keywords and keyword phrases. Gather, curate, and promote content for newsletter, press releases, email marketing, and subscriber notifications.

Key Accomplishments:

- Increased user engagement 30% by developing and implementing brand growth strategies across platforms, expanding company social media presence and follower growth.
- Utilized proven approaches to increase search engine optimization on over 50 websites.
- Created logos and branding for a variety of campaigns, demonstrating graphic design skills.

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- Maintained Client Success Feedback rating above 88% over six years.

VENGEANCE GAMING COMMUNITY, Knoxville, Tennessee, 2012-2013

Website Project Manager

Raised brand awareness working with team of 10 to 20 content curators, directed website development through CMS systems, and improving ease of use. Provided oversight of tournaments and events from development through implementation, providing training to relevant staff. Assisted with customer service issues, complaints, and problems related to day-to-day operations.

Key Accomplishments:

- Expanded VGC brand awareness utilizing effective search engine optimization techniques to increase rankings.
- Increased base of active tournament users from 200 to 800 users monthly.
- Examined user experience to identify pain points and opportunities for simplification and improvement, reducing cost of new client acquisition.