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| R   G | Ryan Gayle      Brooklyn NY            (646) 489‑1323            gayler02@nyu.edu            https://www.linkedin.com/in/ryangayle/ |

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| **Skills** | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | |  | |  |  |  | | --- | --- | --- | | * Program coding (Typescript, Javascript, React, APIs) |  | * Data structures | | * WordPress/Shopify |  | * HTML/CSS | | * SEO management |  | * Google Search Console | | * Data algorithms |  | * Google Analytics | | * SemRush |  | * Software architecture design | | * Project management |  |  | | |

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| **Professional Summary** | |  |  | | --- | --- | |  | Highly organized and detail-oriented professional with a strong work ethic and dedication to achieving goals. Skilled at developing and improving site traffic, managing multiple clients, and preparing reports. Knowledgeable in SEO best practices, project management principles, software development, and digital marketing best practices. | |

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| **Work History** | |  |  | | --- | --- | |  | Senior SEO Coordinator *09/2022 to Current*  **Legends Global Merchandise | Indianapolis, IN**   * Recommended changes to website architecture, content and linking to improve SEO positions for target keywords. * Increased visibility by 9% and year-over-year site traffic by 47% for a client over the course of a year. * Collaborated with cross-functional teams to develop a cohesive digital marketing strategy incorporating SEO principles. * Provide valuable consultation to agency clients while offering insights into optimal SEO practices to elevate their websites' search results on Google * Performed ongoing keyword discovery, expansion and optimization to increase organic search footprint and drive relevant site traffic. * Improved team productivity with regular communication and progress updates, fostering a collaborative work environment. |  |  |  | | --- | --- | |  | Project Manager, Writer & Editor *11/2016 to Current*  **The Knick of Time Show | New York, NY**   * Managed a startup dedicated to updating sports fans through diverse organic content creation across platforms like YouTube and various podcasts * Introduced and optimized SOP's to ensure the effective time management of multiple projects with urgent deadlines * Mentored junior team members in project management best practices to enhance their skills and contribute to better overall performance. * Improved vendor relationships, consistently meeting or exceeding project expectations and maintaining open lines of communication. * Created accurate budgets based on resource requirements, allowing for optimal allocation of funds across all aspects of the projects. |  |  |  | | --- | --- | |  | Epic Billing Analyst *08/2011 to 06/2021*  **NYU Langone Health | New York, NY**   * Conducted thorough analysis of claims and ensured accuracy of diagnosis codes in coordination with various procedure codes * Partnered with the project management team to define/implement Agile processes, ensuring task completion * Maintained a comprehensive understanding of electronic billing procedures to issue invoices with a high degree of accuracy * Improved invoice quality by 5% and enhanced the overall revenue cycle through monthly and quarterly audits |  |  |  | | --- | --- | |  | Recreation Programming Consultant *02/2017 to 12/2017*  **City of Mount Vernon, Mayor's Office | Mount Vernon, NY**   * Advised the Mayor's Office on the conception of a new sporting event catering to children and teen residents * Formulated a detailed project scope and processes to fulfill specified requirements and ensure satisfaction * Devised impactful marketing campaigns, encouraging target market participation, leading to the expansion of youth sports programs for the community | |

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| **Education** | |  |  | | --- | --- | |  | **Certificate In-Progress** | Computer Engineering Boot Camp  **Columbia University, New York, NY** |  |  |  | | --- | --- | |  | Master of Science | Sports Management/Global Media Concentration  **New York University, New York, NY**  Bachelor of Arts | Computer Science, Minor in Finance  **Hofstra University, Hempstead, NY** | |

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| **Certifications & Affiliations** | |  |  | | --- | --- | |  | Project Management Professional (PMP) Certification, Project Management Institute, Newtown Square, PA, Member | Project Management Institute (PMI) | |

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