

Ryan Thomas

Based in Lansdale, PA

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Summary

Dynamic Content Writer and end-to-end Project Manager — with 8+ years experience specializing in change management, internal / external communications, technical documentation, AP-style news journalism, and B2B / B2C marketing initiatives within Supply Chain Planning, SaaS-Tech Acquisitions, Higher Ed, Institutional Advancement, and Corporate Staffing. Values include good communication, continuous self-improvement, proactive problem-solving, ethical integrity, and positive inclusion.

Professional Experience

Territory Sales Associate, April 2025 – Present

TruGreen [Malvern, PA]

- Educate prospective clients on lawn care solutions for corresponding needs, qualify sales leads, and maintain weekly branch performance expectations

Sales Associate, March - April 2025

Prime Communications (AT&T) [Harleysville, PA]

- Support customers by educating and recommending the best devices, plans, and bundles to meet their unique lifestyle needs

Technical Content Developer, March 2023 - June 2024

RedCloud Consulting [Remote]

- Served Microsoft's Change Management Office within the Capacity & Supply Chain Planning organization, as a technical content writing consultant
- Worked with team leaders, project managers, and subject matter experts across multiple teams to produce comprehensive process / policy documents favoring transformation readiness
- Prepared supplemental training materials for teams burdened by bandwidth limitations and rotating job functions, to increase knowledge adoption rates

Content Writer, October 2021 – March 2022

Tyler Technologies, Inc. (Courts & Justice division) [Remote]

- Developed product sheets and material assets to enable Sales & Implementation field team success
- Proofread / copyedited marketing slideshow presentations, company boilerplates, and brand marketing assets for conferences & trade shows
- Wrote landing page copy and product brochures supporting new SaaS product acquisitions
- Wrote blog content supporting Future of Justice webinar series
- Managed project workflow using a proprietary creative automation platform
- Wrote legacy user-targeted email copy supporting brand evolution

Marketing & Communications Specialist, February 2020 – August 2021

Cambridge College [Boston, MA]

- Wrote ad copy for print, radio, and social media marketing campaigns, increasing student enrollment
- Created promotional fliers for new college programs
- Interviewed alumni and staff for news features
- Wrote press releases announcing new partnerships & acquisitions
- Managed news content for Drupal website
- Wrote landing page & social media copy supporting social justice and DEI initiatives
- Compiled & reproduced relevant news stories for college website

Marketing & Communications Consultant, August 2018 – December 2019

Boston Harbor Now [Boston, MA]

- Maintained timely landing page copy across affiliated Wordpress websites as Content Manager
- Produced monthly press report for Board of Trustees
- Worked with institutional advancement to develop multi-channel marketing campaigns — leveraging brand website, e-newsletters, SMS, and snail mail — to cultivate endowments from new & existing members
- Acquired local city permits for special events
- Managed editorial calendar using Airtable

Gravyty [Newton, MA]

- Wrote about AI-for-fundraising for Wordpress marketing blog
- Managed multi-channel content calendar
- Supported sales staff by drafting email sequences, client invitations, assets, and post-event thank you letters

Ibis Reproductive Health [Cambridge, MA]

- Monitored inbound email communications
- Scheduled conference calls for remote staff and booked commercial banquet venues for private events
- Proofread / copyedited scholarly research briefs
- Created infographics for case studies and invitation fliers for internal events
- Produced articles for monthly newsletter based on scholarly research
- Tracked relevant press coverage for internal reports

Marketing Copywriter, August 2017 – July 2018

Hollister Staffing [Boston, MA]

- Wrote & managed monthly Tech and HR staffing newsletters
- Produced & managed all social media content (Facebook, Twitter, LinkedIn, and Instagram)
- Staffed internal & partner events for media coverage
- Managed networking calendar & registration lists for recruiting staff
- Managed corporate memberships & award submission processes
- Wrote & distributed timely press releases to relevant news outlets
- Compiled job applications for recruiting staff
- Captured platform analytics for quarterly marketing reports
- Developed content strategy, managed guest lists, captured media, and produced marketing assets for corporate events (e.g. client networking parties, corporate mindfulness & DEI discussion panels, and Boston Pride sponsorship)
- Wrote post-event thank you letters

SEO Content Writer, 2015 – 2018

Legend Compression Wear [Remote]

- Wrote original SEO content for E-comm product blog
- Maintained subject matter expertise on benefits of medical compression in sports legwear
- Studied industry and market trends

Contributor / Assistant News Editor, 2012 – 2016

The Line of Best Fit [Remote]

- Covered digital music news beat
- Interviewed artists for news features
- Reviewed albums and live concerts in Boston, MA

Reporter & Event Columnist, 2009 – 2011

Dedham Patch [Dedham, MA]

- Reported on Dedham township & wrote community news features

Education

Emerson College, 2011 – 2013

M.A. in Print & Multimedia Journalism

Bridgewater State University, 2006 – 2011

B.A. in English

Skills

Technical Writing: Training materials, process documentation, policy creation

Marketing Tools: Mailchimp, Constant Contact, Marketo, Hootsuite

Content Management: WordPress, Drupal, Airtable, Trello

Design Tools: Canva, Adobe Photoshop, InDesign, Final Cut Pro, Adobe Premiere, Ableton, GarageBand, PowerPoint

Generative AI Tools: ChatGPT, Microsoft Copilot