

# Ryann McQuilton

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**LINKEDIN**

## PROFILE

Creative and energetic communications professional looking to join a marketing team in a dynamic corporate environment. Experienced in driving content strategy and innovation to deliver exceptional results.

## EXPERIENCE

**UNIVERSITY OF SOUTHERN CALIFORNIA | LOS ANGELES, CA 2010–PRESENT**

**PROGRAM COORDINATOR 2013–PRESENT**

**PROGRAM ADVISOR 2010–2013**

- Plan and implement marketing and recruitment strategies, communications, and outreach for USC honors programs to students, parents, high schools, and the public nationwide
- Write, edit, and design internal and external communications, including brochures, direct mail, press releases, conference program books, and webpages
- Target marketing language and design print and digital promotional materials, resulting in a 228% increase in applications to the Resident Honors Program from 2010 to 2015
- Spearhead the creation, content, and design of a weekly email newsletter with a click-through rate 2.8x the education industry average
- Interface with executive-level campus leaders in admission, financial aid, and academic units
- Counsel current and incoming honors students and their families on curriculum, course selection, educational opportunities, and career planning
- Plan, execute, and present at events for students and families
- Lead junior advisors and supervise student staff
- Set priorities and timelines for delivery of communications and student services

**EDITORIAL INTERN (FULL TIME), TASCHEN BOOKS | LOS ANGELES, CA 2009-2010**

- Organized manuscripts and image collections for worldwide publication, including for Paul Levitz's *75 Years of DC Comics: The Art of Modern Mythmaking* and Jim Heimann's *20th Century Travel*
- Coordinated communications among editorial staff, writers, and designers
- Copyedited book content and marketing materials, including blurbs and reviews
- Assisted the managing editor, production manager, and art director in all stages of publication

**DESIGN INTERN, BABY TATTOO BOOKS | VAN NUYS, CA 2009**

- Designed digital and print materials to promote Baby Tattoo's latest titles and events
- Assisted in the day to day operations of an independent publishing company

**MEDIA INTERN, AMERICAN FRIENDS SERVICE COMMITTEE | LOS ANGELES, CA 2009**

- Designed digital and print marketing materials for programs, events, and development
- Helped execute educational and community enrichment programs and events

## EDUCATION

**MASTER OF PROFESSIONAL WRITING**

UNIVERSITY OF SOUTHERN CALIFORNIA, 2014

**BACHELOR OF ARTS, COMMUNICATION**

UNIVERSITY OF SOUTHERN CALIFORNIA, *MAGNA CUM LAUDE*, 2009

Minor: Communication Design | Coursework in media creation, research, and effects; print and digital advertising; and impact-based graphic design

## SKILLS

Mac, PC, Microsoft Office Suite (Excel, Outlook, PowerPoint, Word), Adobe Creative Suite (Acrobat, Illustrator, InDesign, Photoshop), WordPress, Facebook, Twitter, Instagram, Snapchat, LinkedIn, basic HTML, event planning, public speaking, copyediting, team coordination.