

# RYAN RENFREW

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## EMPLOYMENT

### Insight Exchange Network

May 2017 - October 2017

#### Content Director

- Thoroughly researched conference topics through dozens of one-on-one interviews with industry professionals and market leaders.
- Developed conference agenda content with consideration for intellectual interest and event marketability.
- Recruited experts to participate as speakers and session panelists.
- Worked with the sales team to market events to sponsors and attendees.

### Jewelry Atelier

January 2015 - May 2017

#### Graphics and Media Manager

- Developed an entirely new online sales presence by redesigning the store website and partnering with a third-party online storefront to represent our products. As a result, web-generated sales accounted for approximately 8% of yearly revenue in 2016—and this trend accelerated in 2017 with online sales making up 24% of total revenue during Q1.
- Rebuilt website to ensure compliance with responsive web design standards and implemented an intuitive product database that allowed us to quickly and easily add new content to the site.
- Coordinated marketing timelines and worked with vendors to produce promotional graphics, product photography, and email newsletters.
- Transitioned the business from paper-based record-keeping to a digital inventory, CRM and POS system. My work improved inventory record accuracy and provided invaluable sales and customer data.
- Brought a data-driven approach to budget decisions by compiling and analyzing sales and stock reports.

### Warner Bros. Studio Facilities

December 2013 - October 2014

#### Tour Guide

- Conducted dynamic and unscripted tours of Warner Bros. Studio production facilities wherein I provided technical and historical knowledge about the film and TV industry for audiences of 10-13 guests.
- As a public facing employee, I worked to ensure a memorable, engaging, and entertaining experience for each visitor.
- Fielded questions from tour guests on a variety of topics related to film and television production.

### University of California

September 2011 - June 2013

#### Head Grader

- Managed a 15+ person grading team.
- Redesigned grading system to eliminate the potential for fractional exam scores, thereby improving grader efficiency and reducing clerical errors.
- Met with students to answer questions regarding their exam scores and explain grading policies.
- Maintained gradebook and ensured the quick resolution of discrepancies.

## EDUCATION

### B.A. Philosophy

2013

University of California,  
Santa Barbara

## PROJECTS

### Video Production

*Delta-V* (2013)

Winner of the Dorothy and  
Sherrill C. Corwin Award for

- Best Short Screenplay
- Best Cinematography

*The Misinformant* (2012)

*The Creative Process* (2011)

- Worked with the camera department to design lighting setups, create shot lists, and operate cameras.
- Edited footage, established production workflows, mixed audio, and encoded projects for delivery.
- Hired cast and crew members through interviews and auditions.
- Directed production to maximize efficiency, morale, and creativity.

### Radio Broadcast

*The Picture Show* (KCSB 91.9FM)

- A weekly hour-long talk show about film and the entertainment industry.
- Facilitated unscripted discussion and debate on a variety of topic relating to film and television.
- Hosted guests and interviewed local filmmakers.
- Managed live studio broadcast.