

# Ben Ryder

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## Skills

- Content strategy
- Digital marketing strategy
- Content ideation, production and creation
- Campaign optimisation
- Data analysis, insights & recommendations (Google Analytics, Tubular Insights)
- Performance analysis and reporting
- Creative problem solving
- Paid social strategy and implementation (Facebook, Instagram, Twitter, YouTube)
- Copywriting (Blogs & Social Copy)
- Social media channel management (Facebook, Instagram, Twitter, YouTube)

## Experience

### **Content Specialist, LULULEMON, October 2019 – Present**

- Led the EMEA social media and content team which was responsible for 20% YOY channel growth.
- Created the EMEA content strategy for all key brand campaigns across digital touchpoints (social, video and website editorial) defining deliverables, placements, messaging and content formats leading to an increase in both brand awareness and sales.
- Spearheaded the company's rapid content response to COVID-19, creating a strategy and content that responded to a huge shift in consumer behaviour.
- Worked with both in-house creative teams and external content producers to create original content as well as repurposing content to work across different social platforms and formats.
- Created and implemented an in-house social reporting framework which enabled the regional team to continuously refine and optimise content and strategy based on performance data.
- Liaised with global partners to localise global strategy as well as regularly sharing key content insights.
- Created paid social brand awareness campaigns in collaboration with a media agency.
- Successfully completed global leadership course developing a wide array of leadership skills.
- Social channel management for Facebook and Instagram.

### **Digital & Content Strategist, ZINC NETWORK, Feb 2019 – Oct 2019**

- Created content strategies for numerous global social campaigns across Facebook, Twitter, Instagram, Snapchat and YouTube.
- Regularly presented strategies, content and reports both internally and to clients around the world.
- Designed and developed social campaigns, including messaging and content formats.
- Developed innovative content for regularly scheduled posts, which engaged audiences and promoted brand-focused messages.
- Worked with in-house creative teams to develop original content and repurpose content to work across different social platforms.
- Identified influencers for content partnerships.
- Used data and performance analysis to optimise campaigns.

### **Social Media Manager, ZINC NETWORK, May 2018 – Jan 2019**

- Managed client social media accounts (Facebook, Twitter, Instagram, YouTube, Snapchat) and supervised other members of the social team in channel management.
- Created and presented content strategies for numerous social campaigns both internally and to the client.
- Designed and developed engaging, innovative content for social and digital campaigns.
- Worked with in-house creative teams to develop multi-platform content.
- Managed and implemented paid social campaigns on all channels including A/B testing.
- Reviewed and edited the social team weekly and monthly content calendars across numerous channels.
- Reported on channel performance and worked with in-house creative and production teams to use these insights to develop new content.
- Line manager for the social media apprentice.

### **Social Media Executive, ZINC NETWORK, May 2017 – April 2018**

- Managed client social media accounts (Facebook, Twitter, Instagram, YouTube, Snapchat).
- Assisted with strategies for campaigns on Facebook, Twitter, Instagram, Snapchat and YouTube.
- Developed innovative content for regularly scheduled posts, which engaged audiences and promoted brand-focused messages.
- Responsible for community management across platforms.
- Implemented paid social media on all channels.
- Spearheaded and oversaw geo-specific social media campaigns.
- Managed the distribution of engaging content through content calendars.
- Researched, wrote and uploaded long-form blog content using various CMS.
- Developed content partnerships and liaised with contributors and influencers.

### **Digital Content Writer, GREGARIOBLOG, Jan 2017 – May 2017**

- Designed, created and managed a website and social channels for long form weekly cycling stories.
- Optimised blog content strategy based on the traffic and engagement with the blog. This included analysis of performance of different copy styles and post scheduling.

### **Freelance Location Assistant, VARIOUS, 2011 – Jan 2017**

Productions worked on: *'Stan & Ollie'* (Nov 2016 - Jan 2017) *'Goodbye Christopher Robin'* (Jul - Oct 2016), *'Bridget Jones's Baby'* (Jun 2016), *'The Mercy'* (Feb - Jun 2015), *'Pixels'* (Oct 2014), *'Tulip Fever'* (Feb - Jul 2014), *'The Theory Of Everything'* (Aug - Dec 2013), *'Fleming'* (Jun - Jul 2013), *'The World's End'* (Aug - Dec 2012), *'Les Misérables'* (Oct 2011 - Jul 2012)

- Managed the day-to-day administration of the location department preparing weekly status reports for producers. Responsible for liaising with a number of key stakeholders both internal and external.

### **Director's Assistant, 'The Sense of an Ending' BBC FILMS, Jun 2015 - Dec 2015**

- Negotiated with film executives, producers, A-list cast and various creative heads of department to ensure successful delivery of the film.

### **Producer/ Director, VOTE NO BORDERS/ ACANCHI, UK. Aug 2013 - Sep 2014**

- Retained by country branding agency Acanchi to create engaging online video content for an alternative No campaign in the Scottish referendum.

### **Producer/Director, MRS KAYE - A Short Film; London, UK. Feb 2014**

- Created and Produced all aspects of the film as well as the content for the digital channels including Facebook and Twitter throughout an award winning festival campaign.

### **Producer/Director, GUARDIAN - A Short Film; London, UK. Feb 2013**

- Project managed the film and created the content for the digital channels throughout fundraising, production and the festival campaign.

### **Commercial Account Manager, IRIS FILMS; Barcelona, Spain. Apr - Jun 2010**

- Worked on commercial shoots for this service production company, collaborating with client, agency and production companies to deliver commercials and branded content on time and on budget.

### **Production Assistant, PARTIZAN; Paris, France. Sept 09 - Apr 2010**

- Assisted with project management of commercials.

### **Production Assistant, DEUTSCH; Los Angeles, California. Jun - Aug 2008**

- Assisted with the production of a Dr Pepper commercial, and learned the role of an advertising agency from initial client pitch to scripting, production, and post-production.

## **Education**

Newcastle University, UK — BA (Hons) 2:1 Modern Languages (French & Spanish), 2011

Oundle School, UK — A Levels: French A, Spanish A, Economics B, 2007

Oundle School, UK — GCSES: 4A\*'s, 7A's

## **Languages**

Fluent in French, highly competent in Spanish, conversational Italian.

## **Interests**

2<sup>nd</sup> Category racing cyclist. Member of Rapha Cycling Club. Screenwriting. Yoga. Travel.

References available on request.