

# RYAN J. ZIEMAN

## Social Media and Digital Marketing Leader

Curious and analytical subject matter expert who creates digital content strategy that aligns with brand messaging for integrated marketing communications campaigns at B2B and B2C Fortune 500 companies. Manages teams and multiple projects with an eye for detail and meets tight deadlines with creative, data-driven solutions that support business initiatives.

Social Media Strategy | Social Media Management | Community Management | Content Marketing | Content Creation & Design | Storytelling | Agency Management | Public Speaking | Event Planning | Writing & Editing

## PROFESSIONAL EXPERIENCE

**DePaul University** – Chicago, IL

Instructor, Continuing and Professional Education

Jan 2020 – Present

- Teach the Social Media Marketing Certification Program for adult learners
- Create and present course materials that equip students to build a social media strategy
- Connect students with industry thought leaders, experts, and the latest social trends

**Motorola Solutions** – Chicago, IL

Social Media Lead

Feb 2018 – Dec 2019

- Managed organic and paid social for marketing and PR/communications teams
- Grew audience across social channels by 112k+ new followers (51% increase)
- Built workflows, content calendars, and guides for efficient publication management
- Amplified tradeshow with video content: 400k+ impressions & engagements per event
- Analyzed data & listening metrics to set KPIs, drive decision-making, and measure impact
- Developed social strategy for product launch: 830k+ impressions & engagements
- Oversaw budgets for paid social, events, and external agency resources to meet goals
- Utilized Google Analytics and link building to track lead generation from digital content
- Led online brand advocacy program of 1,000 employees including executive leadership
- Managed relationships with vendors, external agencies, and cross-functional teams

**LGBT Business Council President**

- Led the business council through organizational restructuring to improved performance
- Managed a \$20,000 budget allocated for global events and educational resources
- Advocated for legal policies that promote equality as an Equality Illinois Council member
- Nurtured an inclusive workplace: 100% HRC Corporate Equality Index since 2019

**Digital Megaphone** – Chicago, IL

Content Strategist

Jan 2018 – Present

- Lead integrated marketing team and strategy to drive ticket sales for marketing events
- Oversee planning and execution of the content plan to generate awareness and leads
- Create, design, and curate digital content for conversion optimization using WordPress
- Write, edit, and publish blog posts to improve SEO and generate traffic to landing pages

**McDonald's via JeffreyM Consulting** – Chicago, IL

Senior Community Manager

May 2016 – Oct 2017

- Supervised 18 community managers and their engagement with 6k customers/week
- Developed & reviewed digital content and guidelines anticipating consumer responses
- Analyzed U.S. and global brand conversation metrics for Data Team reports
- Collaborated on U.S. promotions including internal teams and agency outreach

### Social Media Community Manager

- Mastered brand voice utilizing strong written and verbal communication skills
- Escalated potential issues/opportunities for brand and managed crisis response
- Identified user-generated content focused on brand affinity for McDonald's products
- Collaborated with agency partners to manage influencer engagement and outreach

### Two Bad Tourists Travel Blog – Madrid, Spain

#### Digital Marketing Specialist

Feb 2015 – Aug 2016

- Generated and grew revenue stream using affiliate marketing tactics
- Created and executed strategic social plan to drive website traffic
- Wrote and revised blog content for SEO and social using WordPress
- Developed email copy and automation including A/B testing using Mailchimp

## EDUCATION

DePaul University, Bachelor's Degree (BSB) in Integrated Marketing – Chicago, IL

June 2013

## SKILLS

- Social Media | Facebook, Twitter, Instagram, LinkedIn, YouTube, Snapchat
- Content & Social Media Management | WordPress, Sprinklr, Hootsuite, CoSchedule, Buffer
- Web & Digital Technology | Google Analytics, Google Suite, MS Office, Adobe Photoshop

## VOLUNTEER EXPERIENCE

- ANA Business Marketing Chicago, Associate Board Member – Chicago, IL [Current](#)
- Off The Streets Club, Third Thursdays – Chicago, IL [Current](#)
- Chicago Scholars, Year 2 Mentor – Chicago, IL [Current](#)
- Human Rights Campaign, Corporate Committee – Chicago, IL [Current](#)

## HONORS & AWARDS

- MSI Calls to Action: Excellence – Motorola Solutions [Aug 2018](#)
- Rising Star Award – DePaul University Marketing Advisory Council [June 2018](#)
- 2017 Q1 Top Performer – McDonald's via JeffreyM Consulting [March 2017](#)