

Ryan Glanzer

Director, Lifecycle Marketing

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📍 Austin, TX

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📄 PROFILE

Rural South Dakota farm boy turned creative lifecycle marketing pro, with 20 years experience across a variety of B2B and B2C industries. Family man, father of two, baseball coach, karaoke enthusiast; live and die by outcome of Minnesota sports.

🎓 EDUCATION

B.S. Multimedia/Web Development;

B.S. Marketing

Dakota State University

2001 – 2005 | Madison, SD

🏆 AWARDS

Iterable Marketing Master

Named to exclusive 2022, 2023, 2024 panel of an Iterable power user advisory board.

ConsumerAffairs Storm Trooper

2019, Q2 organization award for Employee of the Quarter

📁 PROFESSIONAL EXPERIENCE

ConsumerAffairs

Director, Lifecycle Marketing

09/2018 – present | Remote

Built a lifecycle marketing program from the ground-up, from a non-existent channel to producing millions in revenue annually. Manage a team of 5; responsible for an email database of millions, sending billions of messages annually that connect consumers to brands that meet their needs across 26 monetized verticals.

Protect America

Marketing Automations Manager

03/2017 – 09/2018 | Austin, TX

Delivered automated marketing programs for customer acquisition and experience. Managed production, testing, execution, optimization, and reporting of customer marketing initiatives. Analyzed and presented campaign performance KPIs.

Callaway Golf

Email Marketing Manager

06/2011 – 03/2017 | Austin, TX

Managed promotional, transactional, and automated email marketing programs for Callaway Golf and sub-brands: Callaway Golf Pre-Owned, Odyssey Golf, Tulon Putters, Top-Flite, OGIO. Devised email strategy, content, design, and delivery.

Microboards Technology

Marketing/Creative Strategist

01/2006 – 06/2011 | Chanhassen, MN

Designed and maintained company website; produced print and digital marketing collateral—product catalogs, whitesheets, email, display ads, mailers, magazine ads.

🏠 ORGANIZATIONS

Balcones Youth Sports

Baseball Coach

Austin, TX