



RYAN GLANZER

MARKETING AUTOMATION / EMAIL MARKETING

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EDUCATION

Dakota State University

Madison, SD, 2001-2005

B.S. Computer Graphic Design

B.S. Multimedia/Web Development

PROFICIENCIES

Email Marketing

Design (Adobe Suite, Sketch)

Development (HTML/CSS)

Deployment (IBM, Responsys, Dotmailer, etc)

Automation (Programs, Transactional)

Integration (Building system from ground-up)

Content Creation (Landing pages, blogs)

Other

Audio/video editing, blogging, SEO, social media marketing, voice-over acting

MINI BIO

I grew up on a fourth-generation family farm in rural South Dakota. Yearning for a life in the city, I started my professional career in Minneapolis. There, I met my wife Lauren. In 2011 we relocated to Austin, Texas for warmer weather. In 2014 we welcomed our son Johnny.

When I'm not working or freelancing, I enjoy working on my satirical advice website and podcast at howtodothat.co. Otherwise I can be found singing karaoke, hiking the most challenging trails in the area, rooting on my beloved Minnesota Twins, or planning my next cross-country road trip.

WORK EXPERIENCE

Protect America, Marketing Automation Manager

Austin, TX, Mar 17 - Present

Directly responsible for the delivery of automated marketing programs in support of company's customer acquisition and customer experience objectives. Manage ongoing production, testing, execution, optimization, and reporting of customer-facing marketing initiatives. Responsible for developing and leveraging technical systems (data integration, templates, automation, processes) to enable efficient and automated execution of customer communications. Analyze and present performance KPIs. Utilize customer behavior/segmentation data to build targeted contact lists and define logic for automated campaigns.

Callaway Golf, Email Marketing Manager

Austin, TX, Mar 13 - Mar 17

Responsible for devising promotional, transactional, and automated email marketing programs and campaigns for Callaway Golf and sub-brands, including Callaway Golf Pre-Owned, Odyssey Golf, Tulon Putters, Top-Flite, OGI0, etc. Worked closely with upper management to devise email strategy, content, design, and delivery. Identified target audiences through extensive testing and segmentation. Measured and reported KPIs to further enhance email program.

Callaway Golf, Interactive Merchandising Coordinator

Austin, TX, Jun 11 - Mar 13

Designed and developed web content, wrote original keyword-rich SEO-friendly product copy, and used advanced testing metrics to gauge performance of various content areas of sites, including navigation, search, sorting options, product hierarchies, categories, image functionality, and more. Measured and reported KPIs including time spent on page, inbound and outbound traffic, conversion rates, and more.

Microboards Technology, Marketing Specialist

Chanhassen, MN, Jan 06 - Jun 11

Served as in-house graphic design / web development specialist, reporting directly to Director of Marketing. Designed and maintained company website; produced all print and digital marketing materials including product catalogs, data sheets, e-mails, web banners, mass mailers, and magazine ads. Also served as travel coordinator, planning, executing, setting up, and often attending trade shows and other sales trips.

Freelance Marketer

2001 - Present

Have designed websites, emails, mass mailers, magazine ads, and other marketing materials for dozens of companies from one-offs to near-full-time roles, including FoundersCard, AchieveCard, Life Line Screening, iCommissions, Table.Delivery, DG Hollywood Casting Agency, BeSocial Austin, and many others.