

Ryan Glanzer

E-mail Marketing

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WORK EXPERIENCE

E-mail Marketing Manager

Callaway Golf - Austin, TX - February 2013 to Present

Responsible for creation and delivery of all brand e-mails. Design, develop/code, filter lists, schedule/send all Callaway Golf and Odyssey Golf e-mails including new products, PGA Tour wins, special offers, brand awareness, and all automated and transactional e-mails such as order/ship confirmation, welcome, RMA and trade requests, and product replenishment.

Interactive Marketing Coordinator

Callaway Golf - Austin, TX - June 2011 to February 2013

Responsible for merchandising on Shop.CallawayGolf.com, OdysseyGolf.com, CallawayGolfVIP.com and CallawayGolfGiftCard.com, including all graphics, sorting, promotions, and testing. Oversaw data feeds for comparison shopping engines.

Web and Marketing Specialist

Microboards Technology, LLC - Chanhassen, MN - December 2005 to June 2011

In-house website manager and graphic designer. Produced hundreds of mailers, e-mails, product cut sheets, white papers, blog posts, social media posts, and webpages. Responsible for coordinating all company trade shows and travel arrangements; in-house product photography, videography, copywriting, and even voice- over acting. Produced annual variations of company product catalog.

Web Content Coordinator

Afinia - Chanhassen, MN - December 2008 to June 2010

Served as entire Marketing department for startup company Afinia (a subsidiary of Microboards). Wrote product copy for over 500 luxury home products. Designed and assisted in development of company website and maintained site content. Processed all orders and worked directly with vendors and customers.

EDUCATION

Dakota State University, Madison, SD, September 2001 - December 2005

Bachelor's of Science in Web Development

Bachelor's of Science in Computer Graphic Design

SKILLS

Marketing, Graphic Design, E-Commerce, Merchandising, E-mail Marketing, Web Development, Website Design, E-mail Design, Adobe CS5, Photoshop, Illustrator, Dreamweaver, InDesign, Fireworks, HTML, CSS, SQL, Responsys, Demandware, Color Theory, Voice-Over Acting, Layout, Copywriting, Typography, CMS, B2B, SQL Query, working knowledge of JavaScript, working knowledge of PHP, Management

LINKS

<http://ryanglanzer.com>