

# RYAN GLANZER

MARKETING MANAGEMENT

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## EXPERIENCE

### **Protect America, Austin, TX — Marketing Automation Manager**

MARCH 2017 - PRESENT

Directly responsible for the delivery of automated marketing programs in support of company's customer acquisition and customer experience objectives. Responsible for writing and developing compelling content for all brand messaging and communications. 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 for individual campaigns and end-to-end initiatives.

**KEY ACCOMPLISHMENTS:** In first year on the job, retained 2.2% more customers aging out of their contract than previous year. Increased customer spending on ancillary products by 12%.

### **Callaway Golf, Austin, TX — Email Marketing Manager**

MARCH 2014 - MARCH 2017

Directly responsible for devising entire promotional, transactional, and automated email marketing programs for Callaway Golf and its sister companies, including Callaway Golf Pre-Owned, Odyssey Golf, Tulon Putters, Top-Flite, OGIO, and other sub-brands including Callaway Golf VIP and Callaway Golf Gift Card. Worked closely with Senior VP of Marketing to devise and ultimately create email strategy, original content and copy, design, and delivery. Identified target audiences through extensive testing and segmentation. Measured and reported KPIs to senior management.

**KEY ACCOMPLISHMENTS:** In 3+ years as manager, saw active email subscriber list grow 575%. Under my leadership, company broke \$1MM in email revenue in 2015 for first time.

### **Callaway Golf, Austin, TX — Interactive Merchandising Coordinator**

JUNE 2011 - MARCH 2014

Served on a small team responsible for on-site merchandising for Callaway Golf, Callaway Golf Pre-Owned, and Odyssey Golf e-commerce websites in order to maximize revenue and create a seamless customer

## SKILLS & PROFICIENCIES

Advanced proficiency in developing original marketing materials and content, utilizing a unique background mixture of writing, design, layout, and coding.

10+ years experience in digital marketing, marketing automation, and email marketing.

Experienced in team structure and workflow process, leadership and team member development.

Highly proficient using the Adobe Creative Suite, including Photoshop, Dreamweaver, InDesign, Illustrator, Fireworks.

Extensive background using Oracle Responsys and IBM Watson marketing automation platforms.

Excellent ability to simplify complex ideas and make long processes more efficient.

Strong background in voiceover and radio work translates well to public speaking, conducting interviews, and leading group discussions.

experience. Designed and developed creatives, wrote original keyword-rich SEO-friendly product and content 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. Also managed marketing affiliate program. Assisted in company's 2014 switch from separate e-commerce and brand sites to fully integrated all-purpose sites.

**KEY ACCOMPLISHMENTS:** Utilized a variety of testing methods to increase conversion rate on the Cart page by 3% in Q4 2012.

**Microboards Technology, LLC, Chanhassen, MN — Marketing/Creative Specialist**

JANUARY 2006 - JUNE 2011

Served the Marketing/Creative Assistant for Microboards, a small digital media manufacturing company and its sister company Afinia, a pioneer in the 3D printing industry. Executed all company marketing initiatives as directed by the VP of Digital Marketing, ranging from producing all in-house print and digital marketing materials, managing email marketing program, managing social media program, managing trade show, company travel, and other events, managing Google Adwords, managing affiliate programs, and producing all original product copy, photography, and videography. Wrote press releases and spoke to media whenever necessary.

**KEY ACCOMPLISHMENTS:** Saved company \$250,000 in printing costs in first month on the job by redesigning product catalog, reducing its size by 50%. Hosted a focus group with real customers to devise an original layout for new website.

## EDUCATION

**Dakota State University, Madison, SD — B.S. Multimedia / Web Development; B.S. Computer Graphic Design; Minor in Marketing**

SEPTEMBER 2001 - DECEMBER 2005

Graduated with 3.7 GPA. Served as Editor-in-Chief of student newspaper, *The Trojan Times*. Active in theater, choir, and marching band.

## BIO

Native of Carpenter, South Dakota. Former resident of Minneapolis. Current resident of Austin.

Wife, Lauren, is an executive at Whole Foods. Son, Johnny, is recently potty-trained.

Outside of the office, I maintain a popular "how-to" blog and host a related podcast. Lifelong Minnesota Twins fan. First in line to sing karaoke.