

Ryan Frank

Digital Marketing & Website Development

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ABOUT ME

Results oriented, omni-channel digital marketer with strong communications skills and an entrepreneurial spirit. Highly organized with a strong sense of leadership and a natural ability to multitask in fast paced environments. Ability to analyze and solve problems in high pressure situations. Strong presentation skills with a proven ability to connect with audiences through compelling story telling. Detail oriented with a strong technical background.



WORK EXPERIENCE

Ryan Frank Consulting

Owner, 2016-Present

- Digital marketing consulting and website development

Internet Marketing, Inc.

Director of Client Services, 2014-2016

- Lead team of Account Executives to support 80+ clients
- Provide cross channel strategic support for client campaigns
- Client relationship development and growth
- Develop and improve operational processes/procedures

Internet Marketing, Inc

Digital Account Strategist, 2012-2014

- Primary point of communication and strategic marketing lead for client accounts
- Coordinate efforts among internal campaign delivery team across all earned, paid and owned digital marketing channels
- Strengthen and grow relationships with client partnerships

Main Path Marketing

Web Development Project Manager, 2010-2012

- Manage website design & development projects working in both a client facing and executional capacity
- Heavy focus on E-commerce websites built in Magento, WooCommerce and Drupal
- Lead internal team of designers & developers as well as vendor relationships and 3rd party resources

Main Path Marketing

Search Engine Optimization (SEO) Analyst, 2009-2010

- Drive SEO strategy and execution for client SEO campaigns
- Technical SEO audits and on-page implementations
- Content development and link acquisition
- Campaign performance analysis and recommendations



EDUCATION

Champlain College

Burlington, VT 2004-2008

B.S. Business Management

Focuses: Entrepreneurship, E-commerce, International Business



DIGITAL MARKETING

Search Engine Optimization (SEO)	●	●	●	●	●
Content Strategy	●	●	●	●	●
Content Creation & Development	●	●	●	●	●
Content Marketing & Promotion	●	●	●	●	○
Conversion Rate Optimization (CRO)	●	●	●	●	●
Website Development	●	●	●	●	○
Technical Project Management	●	●	●	●	●
Technical QA	●	●	●	●	●
Pay Per Click (PPC)	●	●	●	○	○
Comparison Shopping Engines	●	●	●	●	○
Retargeting	●	●	●	●	○
Paid Social Advertising	●	●	●	●	○
Social Media	●	●	●	●	○
Online Reputation Management	●	●	●	●	○
Email Marketing	●	●	●	●	○
Analytics & Reporting	●	●	●	●	○
Goal, Revenue & Call Tracking	●	●	●	●	○
E-commerce Marketing	●	●	●	●	●
Lead Generation	●	●	●	●	●



SOFTWARE

WordPress	●	●	●	●	●
Magento	●	●	●	●	○
Shopify	●	●	●	○	○
WooCommerce	●	●	●	●	●
Drupal	●	●	●	●	○
Google Analytics	●	●	●	●	○
Google Tag Manager	●	●	●	●	○
Google Webmaster Tools	●	●	●	●	●
Optimizly & VWO	●	●	●	○	○
Salesforce & Hubspot	●	●	○	○	○



CERTIFICATIONS

Google Analytics

2014 - Present

Google Adwords

2014 - Present

Google Tag Manager

2015 - Present



CLIENT CREDITS

