

RYAN THOMAS RIDDLE

QUALIFICATION SUMMARY

- An award-winning writer/editor with more than 15 years experience in news writing, fiction, non-fiction, online content, and email newsletter campaigns
- Winner of three San Francisco Peninsula Press awards
- Critical thinker able to work independently to meet deadlines
- Versed in AP Stylebook and Chicago Manual of Style

EDUCATION

- Otis College of Art and Design, Los Angeles, CA — Master of Fine Arts, Creative Writing (June 2009)
- San Diego State University, San Diego, CA — Bachelor of Arts, Journalism (January 2005)

WRITING EXPERIENCE

LEAD EDITOR, ZURB CAMPBELL, CA NOV 2011-CURRENT

- In charge of brand story for entire company
- Lead of the Connection Team, the ZURB marketing/outreach team
- Oversee editorial calendar for all ZURB publishing, including blog post, monthly/weekly newsletters and other website content
- Edit and write content across all 30 of ZURB's properties
- Write and code monthly email newsletters using Ink, ZURB's responsive email framework
- Instructor for ZURB's Intro to Responsive Email course

- Coordinate events for ZURB, including ZURB Soapbox (<http://zurb.com/soapbox>) and ZURB World Tour (<http://zurb.com/worldtour>)
- Coordinator of ZURB Wired (<http://zurb.com/wired>)

STAFF WRITER/COLUMNIST, DAILY POST
PALO ALTO, CA SEPT 2010-NOV 2011

- General assignment reporter and columnist covering local politics, crime, and breaking news
- Wrote news and feature columns
- Covered entire Peninsula from Palo Alto to Burlingame

NEWS INTERN, SAN FRANCISCO BAY GUARDIAN
SAN FRANCISCO, CA SEPT 2009-JAN 2010

- Wrote investigative pieces for the news section of the weekly paper
- Wrote updates for online political blog

WRITER, KPBS-TV SAN DIEGO, CA 2003-2004

- Wrote scripts for December 2003 and May 2004 fundraiser campaigns

ASSOCIATE PRODUCER/PRODUCER, NBC 7/39 NEWS
SAN DIEGO, CA 1999-2002

- Wrote anchor and reporter copy
- Liaison for producer and production staff
- Created rundown for newscasts
- Ran the overnight assignment desk, listening to police scanners, following up on leads, and coordinating the live shots.
- Produced in lieu of the line producer

STAFF WRITER, ASIA IN AMERICA
SAN DIEGO, CA 2000

- Wrote articles on Filipino-American issues in San Diego County

TEACHING EXPERIENCE

HEAD INSTRUCTOR IN CHARGE OF CURRICULUM DEVELOPMENT, LEKHA PUBLISHERS
SAN JOSE, CA 2009-2010

- Taught creative writing to elementary and middle school children
- Developed the curriculum for the after school and enrichment programs
- Copy editor for the publishing division
- Copywriter for advertising and marketing material

LECTURER, LIBERAL ARTS, OTIS COLLEGE OF ART AND DESIGN
LOS ANGELES, CA 2007-2008

- Taught English 104 Critical Analysis and Semiotics and English 090 Developmental English II
- Worked with other instructors to improve English 104 curriculum

SELECTED PUBLICATIONS

- “17 Design Feedback Techniques that Influence Others and Win Meetings,” ZURB, May 10, 2013 (<http://zurb.com/article/1205/17-design-feedback-techniques-that-influe>)
- “Transit chief’s pay raised in less than obvious way — How the head of Caltrain, SamTrans wound up getting \$432,408 a year,” *Daily Post*, June 6, 2011
- “The 448’s war,” *San Francisco Bay Guardian*, Vol. 44, No. 7 November 2009

REFERENCES PROVIDED UPON REQUEST