

# RYAN THOMAS RIDDLE

## QUALIFICATION SUMMARY

- An award-winning writer/editor and marketer with nearly 20 years experience in news writing, fiction, non-fiction, online content, email and marketing campaigns
- Winner of three San Francisco Peninsula Press awards
- Critical thinker able to place small details in big-picture context
- Versed in Google Analytics, SEO, WordPress, AP Style Guide and Chicago Manual of Style

## EDUCATION

- Otis College of Art and Design, Los Angeles, CA — Master of Fine Arts, Creative Writing
- San Diego State University, San Diego, CA — Bachelor of Arts, Journalism

## EXPERIENCE

### **DIRECTOR OF MARKETING, UXPIN**

MOUNTAIN VIEW, CA MAY 2016-CURRENT

- Manage the marketing team and ensure execution of the strategy to deliver qualified leads for both online and inside sales, increase brand recognition and drive revenue growth
- Drove efforts to establish a consistent campaign calendar, contributing to 3% MRR growth
- Ensure that campaigns, promos and PPC ads align with both the marketing strategy and the overall company goals
- Sets the tone for the overall company message, working closely with both product and sales to communicate the right message

### **SENIOR BRAND STRATEGIST, UXPIN**

MOUNTAIN VIEW, CA NOV 2015-MAY 2016

- Crafted brand story and brand strategy for entire company
- Maintained consistency for company-wide messaging
- Created and oversaw the entire marketing campaign for the UXPin 3.0 launch (<https://www.uxpin.com/uxpin-redesigned-is-here>), including coordinating with

videographers (<https://vimeo.com/144263470>), designers, copywriters, and social media

**UX CONTENT STRATEGIST, UXPIN**

MOUNTAIN VIEW, CA MAY 2015-NOV 2015

- Wrote and edited content for UXPin's e-book program and blog
- Oversaw content strategy for STUDIO, UXPin's publishing repository
- Managed three freelance writers

**LEAD EDITOR, ZURB**

CAMPBELL, CA NOV 2011-MAY 2015

- Crafted brand story and brand strategy for entire company
- Lead of the ZURB marketing/outreach team
- Oversaw editorial calendar for all ZURB publishing, including blog post, monthly/weekly newsletters and other website content
- Edited and wrote content across all 30 of ZURB's digital properties
- Coordinated events for ZURB, including ZURB Soapbox (<http://zurb.com/soapbox>), ZURB World Tour (<http://zurb.com/worldtour>) and 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

**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

**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
- Produced in lieu of the line producer

**SELECTED PUBLICATIONS**

- “Designers Should Design, Coders Should Code,” Fast Co Design, September 3, 2015 (<http://www.fastcodesign.com/3050675/designers-should-design-coders-should-code>)
- “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