

# RYAN THOMAS RIDDLE

## QUALIFICATION SUMMARY

- An award-winning writer/editor and marketing leader with nearly 20 years experience in news writing, fiction, non-fiction, web content, email and marketing campaigns
- Winner of three San Francisco Peninsula Press awards
- Critical thinker able to place small details in a big-picture context
- Versed in Google Analytics, SEO, WordPress, AP Style Guide and Chicago Manual of Style
- Experience with CMS, HTML, CSS, Adobe Creative Suite and various prototyping tools
- Future Insights 2014 speaker—"Adapt or Die: The Mobile Email Challenge"

## 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-MAY 2017

- Managed the marketing team and created the overall strategy to deliver qualified leads for both online and inside sales, increase brand recognition and drive revenue growth
- Drove marketing efforts that contributed to 6% MRR growth in Q1 2017
- Ensured that campaigns, promos and PPC ads (Google AdWords, Facebook Ads) aligned with both the marketing strategy and the overall company goals
- Set the tone for the overall company message, working closely with both product and sales to communicate the right message

**SR. 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>), web 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, which led to an increase in trial signups
- Oversaw content strategy for STUDIO, UXPin's publishing repository
- Managed 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, increasing the traffic across all ZURB properties
- Created, coded and launched email newsletter campaigns, which consistently got open rates of 20% or higher
- 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

**HEAD INSTRUCTOR, CURRICULUM DEVELOPMENT, LEKHA PUBLISHERS**

SAN JOSE, CA 2009-2010

- Taught creative writing to elementary and middle school children and developed the curriculum for the after school and enrichment programs
- 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**

- Available at <http://www.ryanthomasriddle.com/>