



RYAN BURLESON

Storytelling + Strategy

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Talk
(404) 538-2007

Make
Keynote
Final Cut Pro
Logic Pro
Analytics
Photoshop

Enjoy
Collaboration
Diplomacy
Focus
Reframing
Surprising

In a few words

I'm a versatile writer, content strategist, and ideas person with 10+ years experience in advertising, journalism, branded content, tech, and higher education.

Clients

The Washington Post
Liberty Mutual
Deloitte
Weber Grills
The Atlantic Monthly
Dragos (cybersecurity)
Profile + Principle (design)
Hammock (music)
TraceLink (life sciences)

Publishers

The New York Times
The Boston Globe
The Atlantic Monthly
Pitchfork
Oxford American
The Fader
Nashville Scene
New York Observer
Interview Magazine

Education

New York University
M.A. Journalism
Belmont University
B.S. Political Science
Ad Club
Certificate, Creative Concepts
UX Writers Collective
Certificate, UX Fundamentals
(May '21 candidate)

Experience

Senior Writer + Content Strategist, Freelance

March 2020 — Present

- Concept brand experiences and content strategies for clients and agencies, including WP BrandStudio (NYC), WITHIN (NYC), Favor the Brave (Boston), and redpepper (Nashville)
- Write bios, scripts, print/OOH lines, decks, social ads, body copy, manifestos, and more brand assets
- Write clear, conversational, and concise copy for landing pages, conversion forms, CTAs, SEO, product emails, and more elements of the user experience

Music Journalist, Freelance

June 2009 — Present

- Conduct intensive research using online databases (i.e. JSTOR, ProQuest) and search
- Interview creators, subject matter experts, and fans in-person and over the phone
- Write nuanced profiles and analyses of complex individuals and movements

Senior Writer, Mechanica

Newburyport, Massachusetts

February 2019 — March 2020 (laid off due to the pandemic)

- Wrote video scripts, banner ads, manifestos, messaging architectures, paid/organic social, and event creative for B2C/B2B brands and the agency itself
- Successfully collaborated with designers, strategists, account managers, and creative directors to drive projects from concept-to-execution
- Effectively presented concepts to internal and external stakeholders

Director of Digital Content, Alumni Ventures Group

Greater Boston, Massachusetts

February 2018 — June 2019 (recruited to Mechanica)

- Developed and led content strategy for podcast, video, and email signature marketing
- Advocated for content strategy in regular presentations to the C-suite and Marketing teams
- Aggressively A/B tested newsletter subject lines, body copy, and CTAs
- Successfully collaborated with front- and back-end developers
- Managed agency partnerships and press relations

News Assistant, The New York Times

New York, NY

March 2016 — June 2017

- Proactively pitched, reported, and wrote stories for Metropolitan, Culture, and Obits
- Supported editors, journalists, and production teams on National and Foreign desks during the 2016 election and more paradigm-shifting events

Researcher (contract), Vogue

New York, NY

May 2015 — March 2016

- Fact-checked features, columns, and photo spreads for the legendary glossy in coordination with writers, editors, designers, photographers, and publicists

Interactive Project Strategist, Vanderbilt University

Nashville, TN

September 2011 — May 2013

- Planned, researched, and wrote the still-existing virtual tour of campus in English, Spanish, and Mandarin
- Effectively organized and presented to key cross-campus stakeholders in senior administration, brand marketing, and Undergraduate Admissions
- Partnered with designers and developers to plan, wireframe, and produce new Admissions websites