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RYAN LUM

2016 - 2016

Director of Social Media • Shocase

Designed new email templates for retention marketing campaigns. Managed all social media channels. Led content marketing efforts. Created new SEO landing pages for podcast content.

www.shocase.com

Education

2009 B.A. Communication
San Diego State University
Advertising Emphasis / Minor in Art

2014 - 2016

Growth Manager • Narrative - San Francisco, CA

Led content marketing efforts. Top posts generated over 2 million views. Grew social media accounts with over 600% growth. Created and designed marketing assets. Secured influencers with combined following of over 1.5 million. Managed customer loyalty program with over 35k members.

www.getnarrative.com

Software & Services

Adobe CC, Sketch, MS Office,
Mailchimp, Autopilot, Buffer, Litmus,
Sprout Social, Pages, and Keynote

2009 - 2016

Founder • Creative Guerrilla Marketing

CSS3, HTML5, Less.js, GIT,
Branding, Wordpress, Social
Media Marketing, SEO, Guerrilla
Marketing, Digital Photography, and
Presentation Design

Created the number #1 news site dedicated to guerrilla marketing strategies. Manages a social following of over 200K people from around the world. Sees over 200K visits a month. Manages several authors and editorial calendar. Cited by notable magazines such as Entrepreneur Magazine, NY Times, The Huffington Post, and iMedia Connection.

www.CreativeGuerrillaMarketing.com

Skills

2013 - 2014

Senior Vice President, Design • Venturocket - San Francisco, CA

American Design Award 2010
Dean's List
Guest Speaker for SDSU Ad Club
Guest Speaker for SDSU American
Marketing Association

Hired on as Lead Designer and promoted to SVP Design after a year. Created in-house social media tool called Twibble.io which later was released to the public. It now grows at over 40 users a day, 40,000+ tweets sent a day and has over 500+ active companies. Twibble has sent over 2.3 million tweets on behalf of our users.

www.venturocket.com

Interviewed for Entrepreneur
Magazine Feb. '12 Edition

2010 - 2011

Graphic & Web Designer • BusinessOnline - San Diego, CA

www.businessol.com

* Additional work history available on LinkedIn