



# RYAN DOTY

CREATIVE CONTENT & MARKETING SPECIALIST

- San Marcos, Texas
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## OBJECTIVE

Secure a full-time creative and marketing position that will foster my abilities and allow professional growth.

## SUMMARY

Versatile creative content and digital marketing specialist with extensive experience in web development, graphic design, branding, video production and photography (including drone cinematography), SEO, data-driven analytics, automation, email and social media marketing, various project management and CRM platforms, and other programs, software, and skill sets that fall under the design, creative, marketing and advertising umbrella.

My diverse education and background in the fine arts, graphic design, telecommunications, film, theatre, and construction have shaped me into a versatile artist with excellent communication skills, an ever-growing technical expertise, and unparalleled hard work ethic.

I have a record of growing sales and customer engagement through marketing and growing organic website traffic across many different industries. I can innovate systems, protocols, and solutions, and thrive on building up community, customers, and colleagues. I love learning from and working with others, as well as independently.

## QUALITIES

Collaborative | Reliable | Creative | Fearless  
Adaptive | Confident | Dedicated | Versatile  
Efficient | Innovative | Committed | Ambitious

## INTERESTS

Family | Education | Traveling | Film | Music  
Culture | Art | Food & Beverage | Sports  
Health & Fitness | Snowboarding | Hiking  
Sailing | Skydiving | Scuba Diving | Traveling  
Camping | Technology | Gaming | History  
Gardening | Building Things | Sustainability  
Science | Renewable Energy | Human Behavior

## EXPERIENCE (MORE DETAIL ON LINKEDIN)

- Black Fret** | *Webmaster* | Austin, Texas | AUGUST 2016 - PRESENT
- NATIVE, Inc.** | *Marketing Director* | Austin, Texas | JUNE 2014 - JULY 2020
- Alliance Abroad Group** | *Director of Marketing* | Austin, Texas | MAY 2013 - OCTOBER 2014
- SolPowerPeople** | *Co-Founder/CTO/Instructor* | Austin, Texas | NOVEMBER 2011 - JUNE 2014
- ImagineSolar** | *Media & Webmaster/Course Instructor* | Austin, Texas | APRIL 2009 - NOVEMBER 2011
- RPM of Austin** | *Finish Carpenter* | Austin, Texas | MARCH 2007 - APRIL 2009
- Independent Contractor** | *Marketing/Designer/Video Producer* | Florida & Texas | JUNE 2002 - CURRENT

## EDUCATION (AND TRAINING)

- ImagineSolar** | *Solar PV Design and Installation* | Austin, Texas | 2008 - 2009
- University of Central Florida** | *Theatre/Film* | Orlando, Florida | 2002 - 2004
- University of Oxford** | *Shakespeare/Art History* | Oxford, United Kingdom | 2001
- Second City Chicago** | *Improvisation/Sketch Comedy* | Chicago, Illinois | 1999 - 2001
- Purdue University** | *Fine Art/Graphic Design/Communications* | W. Lafayette, Indiana | 1997 - 2001

## PROFICIENCIES (SOFTWARE AND SKILL SETS)

Wordpress | Web Development | Adobe Creative Cloud Suite: Photoshop, Premiere Pro, Illustrator, Acrobat, After Effects, Audition | SEO | Marketing Automation | Google Suite  
Microsoft Suite | Google Analytics | CRM Systems | Graphic Design | Fine Art | Photography  
Digital and Print Content Development | Branding | Video Production and Editing  
Email and Social Media Marketing | Drone Piloting | Construction | Carpentry

## WEBSITE PORTFOLIO (SELECTED WORKS)

nativesolar.com | buildnative.com | windlift.com | blackfret.org | allianceabroad.com  
frontlineconsultingllc.com | lyriculture.com | wendycolumna.com | participants.allianceabroad.com  
nothingmore.net | insightwellnesscoach.org | tipsconcerts.com | wholeheartcounseling.com  
lovevolunteers.org | italianlegacyllc.com | jcshakespeare.com | worldawaytours.com  
alycemorgan.com | bluroomsupperclub.com

Under Construction: officialryandoty.com | lulabelleluxuryknits.com | commonwealthbeverageco.com

## REFERENCES (SEE LINKEDIN FOR ENDORSEMENTS)

Available upon request.

