

# RYAN DOTY

CREATIVE CRAFTSMAN & MARKETING SPECIALIST



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## SKILLS & PROFICIENCIES

- Web Development/Design
- Website Redesign
- Visual Design
- Brand Identity and Branding
- CRM Systems and Integration
- Search Engine Optimization (SEO)
- Data-Driven Design Solutions
- Marketing Automation
- Adobe Creative Cloud Suite
- Google Workspace
- PDF Design
- Presentation Decks
- Print Design
- Video Production
- Social Media Content Development
- AI-Powered Tools



## PROFESSIONAL SUMMARY

A versatile, visionary technical creative with over 15 years of experience driving business growth for clients through impactful visual design, branding, and website development. Expert in crafting intuitive, user-focused websites, compelling landing pages, and striking marketing materials that amplify brand identities. Proven track record of implementing innovative marketing strategies that produce measurable results, enhance customer engagement, and achieve business objectives. Renowned for blending artistry with technology to create immersive brand experiences and for fostering cross-functional collaboration to maximize impact.

## PROFESSIONAL EXPERIENCE

### Creative Director & Digital Strategist

OfficialRyanDoty.com | (Remote) | MARCH 2016 - PRESENT

- **Branding & Identity** – Craft distinctive brand identities by developing logos, typography, and comprehensive visual collateral, driving brand recognition and consistency across platforms.
- **Website Design & Development** – Design and build custom WordPress and e-commerce websites from concept to launch, optimizing UX/UI, mobile performance, and visibility.
- **SEO & Digital Marketing** – Execute robust SEO strategies, including on-page optimization, keyword targeting, and analytics integration to get measurable increases in organic traffic.
- **Consulting & Strategy** – Partner with clients to define brand positioning, implement digital marketing best practices, and establish scalable website strategies for long-term growth.

### Digital Experience Manager

Pierre's Theatre | VICTOR, ID (Remote) | APRIL 2022 - PRESENT

- Rebranded, developed, and launched new e-commerce website to align with the theatre's new ownership and business strategy, enhancing usability and strengthening brand identity.
- Design high-quality promotional materials, including PDFs, posters and flyers, ensuring alignment with branding guidelines.
- Collaborate with onsite partners to uphold the visual consistency and quality marketing assets.
- Develop visually engaging email marketing campaigns, increasing event awareness and audience engagement, and over 450% year-over-year growth in revenue.

### Director of Marketing

NATIVE, Inc. | AUSTIN, TX (Hybrid) | JUNE 2014 - FEBRUARY 2025

- Directed branding and website design/redesign initiatives for Build NATIVE and NATIVE Solar, ensuring consistent, user-friendly, and scalable brand identity.
- Created SEO-focused content, including landing pages and blogs, driving significant organic traffic growth and improved website performance.
- Produced and distributed bi-weekly newsletters, growing a highly engaged audience from launch to over 15,000 subscribers with above industry average open and click rates.
- Designed high-quality visual assets for digital and print campaigns, enhancing brand visibility and customer engagement.
- Streamlined marketing operations through the implementation of automation tools, supported HR onboarding processes, and managed company Google Admin Console.
- Optimized website UX with landing pages and blogs, achieving a 500% increase in user engagement and contributing to a 300% growth in revenue.

## EDUCATION

ImagineSolar | Solar PV Design and Installation | AUSTIN, TX | 2008 - 2009  
University of Central Florida | Theatre / Film | ORLANDO, FL | 2002 - 2004  
University of Oxford | Shakespeare / Art History | OXFORD, UK | 2001 - 2001  
Second City Chicago | Improvisation / Sketch Comedy | CHICAGO, IL | 1999 - 2001  
Purdue University | Telecom / Graphic Design / Theatre | W. LAFAYETTE, IN | 1997 - 2001

## PORTFOLIO

Visit [officialryandoty.com](http://officialryandoty.com) to view selected works

## REFERENCES

Available upon request.