



RYAN DOTY

MARKETING & WEB DESIGN SPECIALIST

CONTACT

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COMPETENCIES

- Web Development
- Web Design
- Digital Marketing
- Graphic Design
- User Experience Design
- Brand Identity and Branding
- Content Strategy
- Campaign Management
- CRM Systems and Integration
- Wordpress, Wix, Squarespace
- Search Engine Optimization (SEO)
- Landing Page Optimization
- Data-Driven Design Solutions
- Marketing Automation
- Analytics
- Adobe Creative Cloud Suite
- Google Workspace
- Presentation Decks
- Print Design
- Video Production
- Social Media Content Development
- AI-Powered Tools

PROFESSIONAL SUMMARY

Web design and digital marketing professional with 15+ years of experience creating websites and marketing campaigns that drive measurable business growth. WordPress specialist focused on conversion optimized landing pages, responsive design, and brand identity implementation. Proven expertise includes search engine optimization, content strategy, web analytics, and performance driven campaign management. Successfully translates business objectives into functional websites through custom website customization, user experience design, and cross functional collaboration.

PROFESSIONAL EXPERIENCE

Crescendo Creative

MARCH 2016 - PRESENT

Creative Director & Digital Strategist

- **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.

NATiVE Inc.

JUNE 2014 - FEBRUARY 2025

Director of Marketing

- 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, achieving a 500% increase in user engagement and contributing to a 300% growth in revenue.
- 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.

Alliance Abroad Group

MAY 2013 - NOVEMBER 2014

Marketing Manager

- Led website development/design to modernize and optimize the company's presence
- Developed & executed integrated marketing strategies across digital, print, and experiential channels, driving company-wide growth & brand visibility.
- Built & promoted a cohesive brand identity, reinforcing company values and establishing a strong presence in international markets.
- Managed and mentored a cross-functional team of designers and sales staff
- Produced and directed promotional campaigns (video, print, digital, events, conferences), increasing brand awareness and supporting international recruitment initiatives.

EDUCATION

University of Central Florida | Theatre / Film | ORLANDO, FL | 2002 - 2004

University of Oxford | Shakespeare / Art History | OXFORD, UK | 2001 - 2001

Purdue University | Graphic Design / Theatre / Telecom | W. LAFAYETTE, IN | 1997 - 2001

PORTFOLIO

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

REFERENCES

Available upon request