

# JYLLE RYAN

DIGITAL, CONTENT + TECHNOLOGY STRATEGIST

# CONTACT

303.881.7179 JYLLE@THRILLOFALLTRADES.COM WWW.THRILLOFALLTRADES.COM



- SEO and Google Analytics
- Content development
- Content curation
- Social media strategy
- Content marketing
- Web + mobile strategy
- Print production
- Event strategy
- Media planning
- B2B + B2C marcom
- Ecommerce
- Product marketing
- Project management
- Visio
- CMS
- HTMI
- Microsoft Office
- Microsoft Projects
- Salesforce
- Adobe Creative Suite

# **PROFILE**

Accomplished digital marketing, content and technology strategist w/diverse experience in leading teams and working independently in content development + curation, digital project management + dev.

## **EXPERIENCE**

## DIGITAL, CONTENT + TECHNOLOGY STRATEGIST ALLEGRO COFFEE COMPANY | 2011-PRESENT | CONTRACT

- Content strategy for websites, social channels, digital publications, and D2C email and messaging.
- Copywriting and editing for web, promo materials, and Spice Journal.
- Digital heirarchy for story text, photos, and illustrations, using knowledge of layout principles, heat maps, SEO and web analytics.
- Community manager social channels.
- Communications strategy and event plan for #FLXBUS #theTOUR.
- Vendor project management
- Technical development, and day-to-day operations of websites, ecommerce and POS platforms.
- Digital, ERP, and ecommerce project execution to ensure adherence to budget, schedule, and scope.
- Coordinate and confer with project personnel to identify and resolve problems, and coordinate project activities.

### **GROUP CONTENT DIRECTOR**

NEW HOPE NATURAL MEDIA | 2007 - 2011

- Blueprint a 21st-century vision for NHNM content synergizing editorial and content offerings with Penton's B2B goals: to lead the industry as an information provider, and that supports audience development, lead generation, and revenue objectives.
- Lead content team and vendors in developing innovative content to attract new audiences, better serve the Natural Products industry, and create new opportunities across digital, print and in-person platforms.
- Content + marketing strategy for newhope360.com.
- Long-range planning and integration of content resources.
- Evaluate and identify content and audience opportunities using digital metrics, reader surveys, and industry feedback.
- Write + edit for web daily and print publications.
- NHNM subject matter expert: Organic, consumer, and retail.
- Strategic input for the Consumer Custom Research initiative.
- Oversee company giving program.
- Train editorial + trade show teams on Organic regulatory, policy, trends
- Develop Organic industry content for trade shows, publications, web-based training, and customers (retailers, manufacturers, government and distributors.
- Concept and content strategy for annual "Future of Wellness" issue for Natural Foods Merchandiser.
- Company representative for Organic policy initiative work groups.



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**BACHELOR OF ARTS, MEDIA STUDIES** SUNY BINGHAMTON



# EXPERIENCE, CONTD.

### **CONTENT STRATEGIST**

WHOLE JOURNEYS | 2012 - 2014 | CONTRACT

· Digital content plan for social media and D2C email marketing. Content for newsletters, email, and digital marketing initiatives.

# MARKETING TEAM LEADER/BAKERY TEAM LEADER WHOLE FOODS MARKET | 2002 - 2007

- Train and coach 500+ Team Members on Quality Standards, Food Safety, Core Values, Financials, Merchandising.
- Margin and sales records through labor efficiency, customer acquisition and retention, customer service.
- Merchandising strategy and execution based on customer trends, sales trends, and regional sales plans.
- Develop regional criteria for evaluating store-level ROI, and assesing Marketing and Grahic Artist Team Members.
- Store-level and grassroots events to increase customer
- count, basket size and raise awareness of Whole Foods programs.
- Operational efficiencies and implemented systems to improve demo program to be self-funding.
- Key media relationships in Denver market for PR and events
- Scratch and production baking.
- Record Bakery sales performance.

# MARKETING DIRECTOR, NORTH AMERICA BERLEX LABORATORIES | 2000 - 2003

- Print and digital marketing strategies to leverage exclusive technical content for increased market share.
- Branding initiativse (advertising, website development, convention, donations, sponsorships, sales promotional materials) in 6 months--on time and under budget.
- Editorial responsibility for Imaging divisions texts, promotional magazines and books within compliance of all FDA and PHARMA standards.
- Convention strategy
- Secre funding for web development from Executive Team and selected by Division VP to lead e-detailing team.
- Review existing vendor contracts, saving business unit \$100k.
- Lead internal team and 20 external vendors in the succesful execution of marketing programs, on time and under budget.
- Evaluate impact of promotional and educational materials

# MARKETING DIRECTOR, NORTH AMERICA LECROY CORPORATION | 1997 - 2000

- Promote products and services within the parameters of the parent brand.
- Content and creative direction for product catalogs, sales and training materials, and corporate meetings.
- Print Production (press runs, price negotiation, resource planning) annual fine arts calendar, product catalogrint production.
- MarCom strategy
- Vendor management