

# RYAN SWEARINGEN

INTEGRATED MARKETING | DIGITAL & CONTENT STRATEGY | SOCIAL MEDIA

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## PROFESSIONAL EXPERIENCE

DIRECTV / AT&T, NEW YORK, NY — Multichannel Video Programming Distributor  
ASSOCIATE DIRECTOR, DIGITAL MARKETING STRATEGY, ENTERTAINMENT  
NOVEMBER 2014 - PRESENT  
[www.directv.com](http://www.directv.com)

Lead entertainment digital marketing strategy to support AT&T Entertainment Group enterprise goals of engaging customers to drive digital transactions and revenue.

- Lead team of 17 digital content strategists and producers, developing and executing digital strategy to engage over 20 million customers across AT&T video platforms, including multiple web properties, TV Everywhere apps, and set-top box, as well as managing customer email strategy & production, and paid media campaigns
- Manage multi-million dollar budgets, including vendor partner selection and management
- Promoted from Sr. Manager, Content Strategy, overseeing digital and social campaigns and channel management
- Partner with network & studio partners on creative executions to drive customer upgrades, streaming, tune-in, and Pay-Per-View purchases, including HBO, Showtime, STARZ, Discovery, Viacom, AMC, and A24
- Lead development of custom digital solutions and branded content & product development with AT&T AdWorks, as well as managing DIRECTV original entertainment content and blog, and driving development of AT&T's long-term entertainment editorial vision
- Developed and launched enterprise content marketing practice, producing original editorial content campaigns, earning over 600 combined earned press pickups across top publishing sites in support of NFL SUNDAY TICKET, DIRECTV CINEMA Exclusive films, and network and premium series
- Led multi-platform digital launch of AT&T exclusive "[Taylor Swift Now](#)" content stunt across AT&T brands and platforms as well as [AT&T/Warner Bros Justice League partnership campaign](#), including AT&T's first-ever entertainment-first original content marketing hub

MAGNET MEDIA, INC., NEW YORK, NY — CONTENT MARKETING & DIGITAL VIDEO PRODUCTION SERVICES  
SENIOR DIRECTOR OF MARKETING  
OCTOBER 2011 – NOVEMBER 2014  
[www.magnetmediafilms.com](http://www.magnetmediafilms.com)

Led corporate marketing team to develop and execute B2B marketing and communications strategy to grow brand awareness and generate client business through earned, owned, and paid media across channels, including original content creation and events.

- Managed full corporate marketing strategy, including budgeting, forecasting, and ROI reporting
- Led company rebrand, establishing brand identity suite and guidelines, including launch of the Magnet Media Originals next-generation video studio
- Led launch and development the agency's original B2B content initiatives, including the "Magnet Labs" digital marketing blog and podcast, as well as video series, webinars, infographics, and whitepapers
- Led evaluation, selection, and deployment of marketing automation platform (Pardot) to optimize inbound and outbound lead generation and nurturing, and reporting
- Led PR initiative, vetting and securing agency to land key media placements and bylines
- Led launch of hosted and sponsored events initiative, managing and equipping onsite screening and events space and owning internal events calendar, developing series of marketing executive events
- Promoted to Senior Director of Marketing from
- Promoted to Director of Marketing
- Promoted to Interactive/Social Manager, developing and executing client digital strategies and overseeing logistics, budgeting, profitability, and reporting for interactive and social media campaigns
- Hired as Managing Editor—led creation and management of digital marketing blog and original branded content

PLASA / ESTA, NEW YORK, NY — ENTERTAINMENT TECHNOLOGY INDUSTRY TRADE ASSOCIATION  
MARKETING COMMUNICATIONS MANAGER  
NOVEMBER 2008 – OCTOBER 2011  
[www.plasa.org](http://www.plasa.org)

Managed marketing and communications for PLASA brand online, print, PR, and member events initiatives, including the association, multiple trade shows, publications, and organization's industry charity. (Also responsible for member outreach, acquisition, and retention in previous Marketing & Membership Manager role.)

- Oversaw rebranding and merging of ESTA and PLASA identities across two continents and multiple properties
- Refreshed and redesigned legacy ESTA brand collateral, including ads for trade publications including *Live Design*, *Lighting&Sound America*, PLASA's technical journal *PROTOCOL*, and annual Member Directory (work samples available upon request)
- Initiated and managed strategy and execution of social media marketing, including multiple Facebook, Twitter, LinkedIn, and YouTube accounts
- Developed and managed industry-first online database of missing and stolen production equipment
- Managed multiple awards and events programs, coordinating judge juries and vetting submissions
- Promoted to Marketing Communications Manager
- As Marketing & Membership Manager, managed member application processing, database, benefits, services, and renewals through extensive email, phone, and print correspondence
- Managed booth at industry trade shows to promote the association and its membership's interests and programs
- Ongoing consulting as needed after departure

SESSIONS COLLEGE OF PROFESSIONAL DESIGN, NEW YORK, NY — ONLINE DESIGN SCHOOL  
MARKETING MANAGER  
OCTOBER 2007 – NOVEMBER 2008  
[www.sessions.edu](http://www.sessions.edu)

Partnered with Chief Marketing Officer to drive student acquisition and retention across digital channels.

- Initiated creation and management of social media accounts, including Facebook and YouTube
- Associate Editor of online blog/design magazine, *Notes On Design*, contributing and editing articles and interviews
- Recorded voiceover tutorials and intros for course multimedia tools and video tours
- Promoted to Marketing Manager from Admissions Advisor
- In prior Admissions Advisor position, advised prospective students on design program through extensive phone, email, and chat follow-up, including reviewing design work for placement; met and exceeded established sales goals

## CONSULTANCY

STATED MAGAZINE, NEW YORK, NY — ONLINE ARTS & CULTURE MAGAZINE  
CO-FOUNDER/EDITOR  
AUGUST 2010 - PRESENT  
[www.statedmag.com](http://www.statedmag.com)

Co-founder, editor-in-chief, and developer of online arts & culture magazine concept featuring interviews with high-profile personalities, including actor Michael Emerson (*Lost*, *Person of Interest*), musicians Jon Anderson (YES) and Béla Fleck, and web entrepreneur Felicia Day. Also developed highly customized web editorial platform through Squarespace CMS and led strategy and execution of social media marketing.

DANCE WITH MISS RACHEL, NEW YORK, NY — CHILDREN'S PERFORMING ARTS STUDIO  
DIRECTOR OF MARKETING & OPERATIONS  
OCTOBER 2012 - PRESENT  
[www.dancewithmissrachel.com](http://www.dancewithmissrachel.com)

Developed and executed marketing and brand initiatives for launch of startup, boutique children's dance studio in Tribeca, NYC to drive awareness, enrollment, and retention through paid, owned, and earned media. Grew enrollment from 0 to 600+ students in first four years of business. Also consulted on studio operations and management.

## **SKILLS / TOOLS**

- Marketing: Google Analytics, AdWords, and Webmaster Tools, Adobe Analytics, Salesforce, Pardot marketing automation, email marketing (MailChimp, Streamsend, Listrak, PHP Mailing List)
- Publishing: AEM, ATG, Wordpress, Squarespace, Weebly, Tumblr
- Social Media: Facebook (& Ads Manager), Twitter, Instagram, SnapChat, Google+, LinkedIn, Pinterest, Tumblr, Reddit
- Design: XHTML, CSS, Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Flash
- Multimedia/Production/Video: Final Cut Pro, Adobe Premiere, Audacity, ProTools
- Office: Mac/PC, MS Office, Filemaker Pro 9, Google Docs/Drive/Apps Administration
- Technology Support: Installation, troubleshooting, networking/wireless setup
- On-Air Announcing/Voiceover Performance: NPR affiliate demo and aircheck available upon request

## **EDUCATION**

ABILENE CHRISTIAN UNIVERSITY, ABILENE, TX

AUGUST 1994 – DECEMBER 1998

B.A., THEATRE. MINOR, BROADCAST PRODUCTION/DIGITAL MEDIA

3.56 GPA, Trustees' Award

ART INSTITUTE OF PITTSBURGH

FEBRUARY 2006 – DECEMBER 2007

DIGITAL DESIGN DIPLOMA / A.S., WEB & INTERACTIVE MEDIA DESIGN (In-progress)

4.0 GPA