

RYAN SWEARINGEN

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VP/Director of Marketing | Director, Digital Marketing | Content Strategy & Social Media Leader
Digital Marketing Strategy | Content Marketing & Branded Content | Editorial & Creative Direction
Launched New Brands | Built Teams | Initiated Content Marketing Practice | Managed Brand Social Media Accounts

PROFESSIONAL EXPERIENCE

AUDIBLE, an Amazon Company, Newark, NJ — *Digital Spoken Word Audio*

MARKETING DIRECTOR, AUDIBLE FOR BUSINESS

DECEMBER 2018-PRESENT

www.audible.com/business

Led full-funnel brand/product/acquisition/customer lifecycle marketing, overseeing the launch of Audible's first B2B2C service.

- Built and led marketing team of 4, including Product Marketing, Acquisition, and Customer Engagement
- Delivered client growth 2x all of 2019 within first two quarters of 2020 amid pandemic
- Led market research and product validation, positioning, pricing, creative platform, and go-to-market strategy, including launches of website, self-service purchasing, admin portal, and international listener capabilities
- Launched content marketing and social media presence, including *Inside Audible for Business* content hub and company LinkedIn page, growing YoY organic traffic by 184%
- Delivered paid media launch campaigns at cost per lead 65% below platform benchmark
- Stewarded Audible's first major event sponsorship and content partnership with leading thought leadership conference

DIRECTV/AT&T, New York, NY — *Multichannel Video Programming Distributor*

ASSOCIATE DIRECTOR, DIGITAL MARKETING STRATEGY & PRODUCTION, ENTERTAINMENT

NOVEMBER 2014-DECEMBER 2018

www.directv.com

Led digital marketing strategy and execution to engage customers across AT&T video platforms with programming and content marketing to drive digital transactions, incremental revenue, and retention.

- Led team of 17 digital strategists, content marketers, and web and email producers to develop and execute digital strategy across AT&T web properties, TV Everywhere apps, set-top box, email, push and in-app notifications, curation, and paid media, reaching 20M+ subscribers annually
- Optimized network and studio partner campaigns to increase upgrades, streaming, tune-in, and pay-per-view purchases—including HBO, Showtime, STARZ, Fox Networks, NBCU, Discovery, Viacom, AMC, and A24—contributing to driving over \$275M in monthly revenue
- Delivered ongoing campaigns to increase digital adoption, contributing in 2017 to adding 1.44M streamers (+16% YoY), driving 700M+ streams (+145% YoY), and delivering 69% average monthly repeat streams (beating 67% goal)
- Introduced branded content/custom digital solutions initiative with AT&T AdWorks, delivering 10+ pre-sales pitches, as well as producing 35+ paid Tune-In campaigns annually, contributing to revenue over \$23M
- Initiated content marketing and social media practice, producing 50+ original content and editorial campaigns earning 600+ earned press placements across premium publishers in support of NFL SUNDAY TICKET, DIRECTV CINEMA Exclusive films, and network and premium series, as

well as re-envisioning DIRECTV entertainment blog and launching AT&T's first-ever editorial content hub in support of [AT&T/Warner Bros Justice League partnership campaign](#)

MAGNET MEDIA, INC., New York, NY — *Content Marketing & Digital Video Production Studio*
SENIOR DIRECTOR OF MARKETING
OCTOBER 2011-NOVEMBER 2014
www.magnetmediafilms.com

Led corporate B2B marketing and communications strategy to grow brand awareness, generate and nurture leads, and increase client business through earned, owned, and paid media, including original content creation and events.

- Optimized marketing and communications strategy through company's first full-funnel, cross-channel marketing plan, building a team of 6, overseeing company rebrand, development of brand identity and guidelines, and integrated content, PR, and events strategy
- Initiated original B2B content marketing initiative, including launching "Magnet Labs" digital marketing blog, email newsletter, and 58-episode weekly podcast, as well as 117-episode weekly 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
- Launched hosted and sponsored events initiative, equipping and managing onsite screening room and events space, owning events calendar, and planning and hosting 20+ executive events
- Promoted three times, from Managing Editor to Interactive/Social Manager, to Director of Marketing, and Senior Director of Marketing
- Pitched and managed client accounts, developing and executing strategies, delivering analytics and insights, and optimizing budgets and resources to ensure a 20% target profit margin

PLASA/ESTA, New York, NY — *Entertainment Technology Industry Trade Association*
MARKETING COMMUNICATIONS MANAGER
NOVEMBER 2008-OCTOBER 2011
www.plasa.org / www.esta.org

Led marketing, communications, and design for online, print, PR, and member events initiatives, including multiple trade shows, publications, and industry charity, as well as member acquisition, engagement, and retention.

- Oversaw merger rebrand of ESTA and PLASA identities across two continents and multiple properties, redesigning and refreshing legacy ESTA brand collateral, including ads for trade publications and annual Member Directory
- Launched social media marketing initiative, establishing and managing multiple Facebook, Twitter, LinkedIn, and YouTube accounts
- Developed and managed industry-first online database of missing and stolen production equipment
- Produced multiple awards and events programs, coordinating judge juries, vetting submissions, designing marketing collateral and overseeing presentation and event planning
- Optimized member application processing workflow, including database management, benefits and services marketing and fulfillment, and membership renewals
- Produced and managed association and charity trade show booths, including collateral and presentation design and production

SESSIONS COLLEGE OF PROFESSIONAL DESIGN, New York, NY — *Online Design School*
MARKETING MANAGER
OCTOBER 2007-NOVEMBER 2008
www.sessions.edu

Partnered with Chief Marketing Officer on digital marketing and communications strategy to increase student enrollment and retention across digital channels.

- Launched social media marketing initiative, establishing and managing Facebook, Twitter, and YouTube accounts
- Served as Associate Editor of online blog and design magazine, *Notes On Design*, contributing and editing articles and interviews
- Promoted to Marketing Manager from Admissions Advisor, previously advising prospective students and reviewing design work; exceeded monthly sales enrollment goals of \$800k+

CONSULTANCY

STATED MAGAZINE, New York, NYC — *Online Arts & Culture Magazine*

CO-FOUNDER/EDITOR

AUGUST 2010-2015

www.statedmag.com

Co-founder & editor of online magazine, writing and/or editing and producing 100+ interviews with creatives including actor Michael Emerson (*Lost, Person of Interest*), musicians Jon Anderson (YES) and Béla Fleck, and geek culture entrepreneur Felicia Day. Led strategy and execution of social media and email marketing and served as webmaster and developer of customized Squarespace CMS build.

DANCE WITH MISS RACHEL, New York, NY — *Boutique Children's Performing Arts Studio*

DIRECTOR OF MARKETING & OPERATIONS

OCTOBER 2012-PRESENT

www.dancewithmissrachel.com

Developed and executed marketing strategy, brand design, and launch of boutique children's dance studio in Tribeca, NYC to generate awareness, enrollment, and retention through paid, owned, and earned media. Grew enrollment from 0 to 700+ students and coordinated pivot to virtual enrollment amid pandemic.

SKILLS / TOOLS

- Marketing: Content strategy, writing, SEO (incl. Webmaster Tools), Web Analytics (Google Analytics, Adobe Analytics/Omniture), App Messaging & Analytics (TUNE, Apptentive, Kochava), Marketing Automation (Pardot), Email Marketing (MailChimp, Streamsend, Listrak, PHP Mailing List), Salesforce, Event Planning/Programming/Promotion
- Publishing/CMS: Adobe Experience Manager, Contently, ATG, Wordpress, WayIn, Squarespace, Weebly, Tumblr
- Social Media: Facebook (incl. Ad Manager), YouTube, LinkedIn, Twitter, Instagram, Snapchat, Pinterest, Tumblr, Reddit
- Design: XHTML, CSS, Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Flash
- Multimedia/Production/Video: Adobe Premiere, Final Cut Pro, Audacity, ProTools
- Office: Mac/PC, MS Office, Filemaker Pro, Google Docs/Drive/Apps Administration
- On-Air Announcing/Voiceover Performance: NPR affiliate demo and aircheck available upon request

EDUCATION

ABILENE CHRISTIAN UNIVERSITY, ABILENE, TX

B.A., Theatre. Minor, Broadcast Production/Digital Media

3.56 GPA, Trustees' Award

ART INSTITUTE OF PITTSBURGH

Digital Design Diploma (completed); A.S., Web & Interactive Media Design (In-progress)

4.0 GPA