

RYAN SWEARINGEN

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Seasoned, data-driven marketing leader adept at balancing strategy and execution, building and leading teams, and working independently to drive results. 13+ years in B2C, B2B, and B2B2C, launching and growing products and features, and acquiring and engaging new and existing customers to increase revenue and LTV.

KEY 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, leading market research and product validation, positioning, pricing, creative platform development, go-to-market, client and listener engagement, and product experience
- Doubled YoY clients amid pandemic, with launch media campaigns delivering CPL 65% below channel 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 customer marketing strategy and execution to engage customers across AT&T video platforms with programming and content marketing to drive incremental revenue, digital adoption, cost savings, and retention.

- Led team of 17 strategists, content marketers, and digital producers to engage customers across web properties, TV Everywhere apps, set-top box, email, mobile messaging, content curation, and paid media, reaching 20M+ subscribers annually to increase upgrades, streaming, tune-in, and pay-per-view purchases with programming partners—incl. HBO, Showtime, Disney, NBCU, Discovery, Viacom, AMC, and A24—contributing to driving over \$275M in monthly revenue
- Delivered strategy and executed campaigns to increase digital adoption, contributing 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, and produced 35+ paid Tune-In campaigns annually, contributing to revenue over \$23M
- Initiated content marketing practice, producing 50+ original content campaigns earning 600+ earned media placements in support of NFL SUNDAY TICKET, DIRECTV CINEMA Exclusive films, and partner programming; re-envisioned DIRECTV entertainment blog and launched AT&T's first editorial content hub to support AT&T/Warner Bros *Justice League* theatrical 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 to generate awareness, leads, and client business among entertainment, media, and tech verticals.

- Delivered company's first full-funnel, cross-channel marketing plan, building a team of 6, overseeing company rebrand, brand identity, and integrated content, PR, and events strategy, executing and hosting 20+ executive events
- Initiated original content marketing initiative, including launching marketing blog, email newsletter, 58-episode weekly podcast, 117-episode weekly video series, webinars, infographics, and whitepapers
- 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

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

CO-FOUNDER/EDITOR

AUGUST 2010-2015

www.statedmag.com

Co-founder & editor of online magazine, writing, editing, producing, and promoting 100+ collective interviews with high-profile creatives including actor Michael Emerson (*Lost*), musician Jon Anderson (*Yes*), and geek icon Felicia Day. Led social media, email marketing, and site design and development.

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 business member events, including multiple trade shows, publications, and industry charity, as well as member acquisition, engagement, CRM, contact strategy, and retention.

- Oversaw merger rebrand of ESTA and PLASA identities across two continents and multiple properties; launched social media marketing presence, establishing and managing multiple Facebook, Twitter, LinkedIn, and YouTube accounts
- Produced awards and events programs, coordinating judge juries and submissions vetting, designing collateral and managing presentation and event planning and production; managed association and charity trade show booths, including collateral and presentation design and production

SKILLS / TOOLS

- Marketing: Content strategy, copywriting, SEO, Web Analytics (Google, Adobe), App Messaging & Analytics (TUNE, Apptentive, Kochava), Marketing Automation (Pardot), Email Marketing, Salesforce, Event Programming & Production
- Publishing/CMS: AEM, 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
- Multimedia/Production/Video: Adobe Premiere, Final Cut Pro, Audacity

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