

RYAN WALDIS

Communications and Marketing Specialist



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/in/ryanwaldis



ryanwaldis.com

SUMMARY

Determined communications and marketing specialist with experience in social media, email marketing, content creation, and project management.

EDUCATION

Monmouth University

West Long Branch, NJ

Bachelor of Arts, Communication
Concentration - Radio / TV
Honors - Summa Cum Laude

SKILLS

Photoshop

InDesign

Premiere Pro

Hootsuite

Mailchimp/Constant Contact

Wordpress

Graphic design

Social media

Microsoft Office

EXPERIENCE

Marketing Communications Associate

Fusion Auto Finance (October 2022 - Present)

- Collaborate in the conceptualization, creation, and execution of multi-channel marketing campaigns for the company and our credit union clients.
- Produce engaging content including emails, graphics, videos, flyers, brochures, newsletters, style guides, and other collateral.
- Develop, write, and edit copy tailored to targeted audiences.

Assistant Director of Athletic Communications

Monmouth University (August 2022 - October 2022)

Sports Information Intern

Monmouth University (September 2021 - August 2022)

- Served as primary media contact for men's and women's soccer, women's basketball, women's lacrosse, women's tennis, field hockey, softball, bowling, cross country, and track and field programs.
- Wrote recaps, created graphics, maintained social media accounts and official website, shot and edited photos and video, and oversaw student workers on gamedays.
- Promoted within one year for strong performance as intern.

Production Assistant

Trenton Thunder (March 2020 - August 2021)

- Directed live game broadcasts and operated camera for in-stadium games and events.
- Developed digital and print materials for Thunder Marketing and Ticket Sales departments.
- Created graphics and signage for in-game presentation and commercial use.

Operations Coordinator

Townsquare Media (July 2019 - March 2020)

- Shot, edited, and uploaded video highlights, videos, packages, and interviews.
- Spearheaded live video streaming of Shore Conference sporting events, setting up, producing, and directing each broadcast.
- Collaborated with other co-workers in order to create engaging and entertaining content.