

Ryan Gault

rggault3@gmail.com

586-248-1789

about

Versatile **digital marketer** capable of bridging the gap between the technical and creative sides of marketing.

Proficient in the areas of **data and analytics**, **brand development**, and **growth marketing**.

tools

Ps Ai Id Pr Ae

Google Analytics + tableau

Adobe Analytics asana

WordPress webflow

skills

Data Analysis Data Visualization

Conversion Rate Optimization

UI/UX Design Email Marketing

A/B Testing SEO Content

HTML, CSS, & Javascript

Customer Journey Mapping

experience

J.R. Madison

Present // October 2017

Owner

www.jrmadison.co

- Created a unique brand identity for an international luxury travel agency that included the development of a website, video content, and digital assets
- Collaborated with three Four Seasons Resorts to provide creative assets for corporate marketing and promotional use

Freelance

Present // March 2015

Content Creator & Analytics

www.GigWorker.com // www.DIYdoorstore.com

- Anticipate search intent and drive long-term organic growth by writing SEO-focused content that is optimized for keyword ranking, relevancy, and readability
- Increased product search visibility by applying SEO best practices and provided conversion recommendations to a robust eCommerce business

Digitas

April 2018 // May 2016

Senior Analyst: Data & Analysis Consultant for General Motors

- Led competitive review for Chevrolet by analyzing sales performance data, advertising strategies, and brand health survey data
- Provided Chevrolet leadership with strategic recommendations for future media and messaging executions using behavioral and attitudinal metrics
- Quantified the success of industry-leading vehicle launch campaigns to optimize spend allocation for digital and traditional advertising

MRM//McCann

February 2015 // May 2013

Analyst: Performance & Analytics Consultant for General Motors

- Created a full-scale analytic tracking solution that is being used on seven General Motors websites
- Leveraged A/B testing and conversion optimization tactics to enhance user experience in ongoing media campaigns

education

April 2013 // September 2008

Oakland University

Bachelor of Science: Marketing
Minor: Entrepreneurship