

# RYAN COOK mba

## EDUCATION:

### Master of Business Administration (2015)

Western Carolina University: Cullowhee, NC

- o Mary & Charles Wayte Graduate Scholarship; GPA: 3.92
- o Graduate Assistant for Sport Management & Marketing with authorship ([case study](#))

### Bachelor of Arts in Commercial Music; Business Minor (2011)

Florida State University: Tallahassee, FL

- o Bright Futures Scholarship Recipient; Audio Engineer for Renegade State Records & MEISA
- o Personally recorded and mixed several local artists, including one up-and-comer ([R.LUM.R](#)).

*Coursework and transcripts available upon request.*

## EXPERIENCE:

### Director of Analytics (2016-present)

Element-360: Asheville, NC

Envisioned, managed and improved internet marketing campaigns and strategies for a variety of industries while optimizing workflow and developing advanced solutions for tracking performance and reporting.

- o Developed successful digital marketing strategies that supported over \$5 billion in real estate transactions.
- o Managed and measured approximately \$1 million in annual advertising spend on a variety of digital marketing channels.
- o Analyzed the digital competitive landscape throughout the life of campaigns to identify marketing opportunities.
- o Cultivated relationships with clients, vendors, and strategic partners through consistently professional communication.
- o Replaced the reporting interface with a clean, approachable dashboard that clearly communicated KPIs.

### Freelance Full Stack Marketer (2014-present)

Asheville, NC

Planned, developed and executed digital marketing strategies for a wide range of industries including non-profit, music, and eCommerce companies.

- o Managed high performing campaigns using Google AdWords and Facebook platforms.
- o Researched and implemented organic search strategies that led to triple digit increases in traffic for the channel.
- o Secured and managed a Google Ad Grant AdWords campaign for one of the oldest non-profit organizations in Asheville.

### Business Consultant (2014-2015)

Western Carolina University, CEI: Asheville, NC

Provided consultation and research support for local start-up companies seeking funding and / or strategic guidance to facilitate the launch of new ventures.

- o Utilized Qualtrics to conduct market research and determine consumer value and market viability of innovative products. Presented findings to founders who incorporated data into future pitches to Venture Capital, Private Equity, and Angel Investor firms.
- o Developed business plan for start-up telemedicine company – conducted detailed market/company level analysis including revenue projections, PESTLE and Porter's Five analyses, and competitive benchmarking.

*References available upon request.*

## CERTIFICATIONS:

**Google Digital Garage & IAB Europe:** since 10/25/2017

**Google Analytics individual qualification:** 2016-2019

**Google AdWords Specialist**(Search, Mobile, Video, Display, Shopping): 2016-2018

## PRIOR EXPERIENCE:

### Miami/Miami Beach, FL

Alton Road Nurseries	2012-2013	Assistant Manager
Uptempo Audio	2011-2013	Audio Engineer
Final Mix Audio	2011-2013	Audio Engineer
Unique Casting	2012	Operations

### Tallahassee, FL

Aramark	2011-2011	Location Manager at CDU
Aramark	2009-2011	Supervisor at Starbucks

### Jacksonville, FL

Starbucks	2008-2009	Barista
Publix	2006-2008	Customer Service Staff