

Ryan Roe

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A creative, conscientious team player with research skills and attention to detail, seeking opportunities to make good use of ingenuity and eclectic experience.

Summary of Qualifications

RECOGNIZED FOR

- Using the written word clearly and effectively to communicate a wide variety of concepts
- Listening to the needs of the client/audience and making them a reality
- Managing projects at all stages and seeing them through from conception to completion

Creative & Writing Experience

LEAD CONTENT COORDINATOR | CREATIVE 7 DESIGNS & MY UNLIMITED WP | AUGUST 2022-DECEMBER 2023

- Curated, wrote, and edited a variety of marketing content for clients across a wide range of industries
- Content included: 100+ SEO-friendly blog posts, websites (new projects and redesigns/upgrades), 1,000+ social media posts, email blasts, newsletters, and press releases
- Wrote, edited, revised, and proofread content for company marketing purposes and in-house use
- Oversaw junior content writer, assigning topics and editing drafts

CONTENT WRITER AND EDITOR | TOUGHPIGS.COM | JANUARY 2007-PRESENT

- Co-own and operate website targeted at adult fans of the Muppets and Jim Henson with 30,000+ monthly pageviews
- Create written content for website, including 1,100+ articles, reviews, commentary, interviews, and news
- Edit, proofread, and publish content created by website contributors
- Create video content for website, including reviews, interviews, and entertaining edited videos
- Regularly create, curate, and post social media content of interest to Tough Pigs readers
- Produce, co-host, and edit 200+ episodes of a weekly podcast
- Co-host live fan events and comic con panels
- Serve as a Muppet & Henson expert for various media outlets including *The Wall Street Journal*, BBC America, and BBC World Service

FREELANCE FEATURE WRITER | COMIC BOOK RESOURCES | DECEMBER 2019-JULY 2020

- Wrote feature articles for website aimed at fans of comic books and genre entertainment

WRITER/PUPPETEER | PENNYDOG PUPPET PRODUCTIONS | SPRING 2013

- Co-wrote and performed in *Cheater, Cheater, Pumpkin Eater*, a humorous and heartwarming musical puppet production about academic integrity, honesty, and friendship
- *Cheater, Cheater, Pumpkin Eater* was one of three selections chosen to be performed off-Broadway in the 2013 New York Children's Theater Festival

Social Media Experience

SOCIAL MEDIA MANAGER | HUMOR WITH A HEART | JUNE 2017-AUGUST 2022

- Worked with puppeteer Leslie Carrara-Rudolph (*Sesame Street's* "Abby Cadabby" performer) on engaging with her fans and maintaining an online presence for herself and her original character "Lolly Lardpop"
- Coordinated, wrote, and published social media posts
- Edited and published podcast episodes and YouTube videos
- Conceptualized the "Fun with Leslie & Lolly" email newsletter; created, edited, and sent newsletters to 450+ followers

Administrative Experience

ADMINISTRATIVE ASSISTANT | CONCERNING LEARNING | JULY 2019-AUGUST 2022

- Scheduled appointments for director of company and organize materials for meetings
- Served as communication conduit between director and independent contractors
- Maintained timesheets and process payroll for contractors
- Coordinated correspondence with contractors and 12+ clients
- Maintained company records on online portal and internal spreadsheets
- Assisted with website design and content

ADMINISTRATIVE COORDINATOR | MINERVA AUDIO VISUAL | JUNE 2008-JULY 2019

- Reported directly to owner/president of company with 20+ employees and contractors
- Served as communication conduit between company and 100s of clients
- Created, edited, and sent quotes, proposals, and invoices
- Developed, maintained, and supervised project tracking procedures
- Coordinated and scheduled 200+ live events, service calls, and equipment rentals per year
- Created, maintained, and distributed company policy and logistical documents
- Took notes in meetings and delivered written summaries
- Trained new employees in office procedures as needed

FIELD ASSOCIATE | FORREST SOLUTIONS | JULY 2020-MARCH 2021

- Served in various in-person and remote positions for New York City companies including Prime Clerk, Re:Sources, Martha Stewart Living Omnimedia, ALM Media, and Columbia Artists Management
- Responsibilities included administrative support, data entry, financial controls support, and quality control

Education

BACHELOR OF ARTS | TEXAS A&M UNIVERSITY-CORPUS CHRISTI

- **Major:** Communication

Skills & Abilities

- **Software:** Microsoft Office, Outlook, PowerPoint, Word, Excel, Teams, Zoho, Zoom, Google Suite, Canva, Slack, MailChimp, Asana, Trello
- **Media:** Video editing, audio editing, photo editing