

**M. SEAN RYAN** • w mseanryan.com • e msr.sean@gmail.com • p 518.858.1742 • NYC

## EXPERIENCE

### **Uber Eats**, Copywriter & Content Strategist

*New York, NY • November 2018 — August 2019*

- Established the narrative for products key to unlocking selection among potential new restaurant partners
- Drove global B2B acquisition efforts, strategizing and owning creative outputs for co-marketing initiatives, new product naming/messaging, and in-store collateral
- Partnered with marketing managers, designers, and product leads to develop promotional and educational materials, minimizing language barriers and boosting conversion rates
- Collaborated with sales, marketing and legal teams to craft compelling, data-driven, and legally compliant editorial/case studies that spotlighted standout restaurant partners

### **Bloomberg**, Freelance Social Video Producer

*New York, NY • February 2018 — June 2018*

- Pitched Bloomberg editorial for repurposing as Facebook and Instagram video content
- Produced and finalized video clips using Wibbitz CMS

### **LittleThings**, Copy Editor

*New York, NY • April 2017 — March 2018*

- Finalized a wide range of original and sponsored content (video, social and editorial)
- Supported Sr. Copy Editor in tracking issues among staff writers to guide internal workshops and presentations

### **Mediaplanet**, Copy Editor

*New York, NY • April 2015 — April 2017*

- Edited submissions from journalists and industry leaders for print distribution within USA Today and other newspapers

### **VaynerMedia**, Copywriter

*New York, NY • December 2012 — April 2015*

- Delivered copy that built brand equity for Fortune 500 clients across digital and social platforms, with emphasis on CPG (NBTY, Del Monte), sports (NY Jets), retail (Hasbro, Hess, Virgin Mobile) and TV (VH1, USA, OWN)
- Led internal and client-facing brainstorming to convert brand objectives into social campaigns and content calendars

### **Pro Sound Effects**, Communications Specialist *New York, NY • February 2012 — December 2012*

- Crafted blog, social, and newsletter content to promote proprietary sound effects collections
- Interfaced with customers, re-sellers, and affiliates via email and at industry events

### **HASH Magazine**, Co-Founder & Editor in Chief

*www.hashmagazine.com • January 2011—June 2013*

- Conceptualized and directed editorial content for semi-quarterly online publication, plus one crowd-sourced print edition
- Organized live events, including in-studio performances and CMJ parties

## EDUCATION

### **Bates College** • Lewiston, ME. BA in Music, minor: Western History. GPA: 3.57 Graduated: 2010

- Sr. Honors Thesis: *Radiohead and the Evolution of the Album* – An earnest (and exhaustive) analysis of the ways technology impacted both the composition and the consumption of three Radiohead albums. Ask me which three.