

Ryan Weiss

10-year veteran of the creative field who offers success developing and managing high-visibility web, usability and marketing projects. Experience working both agency and client-side. Creates digital marketing strategies and executes ROI-positive campaigns. Expertise in website design, digital, print marketing and ecommerce.

GEMAIRE • DEERFIELD BEACH, FL

April 2017 - Present

Digital Designer

Provide integral support to the marketing and ecommerce teams by creating a variety of print and digital design assets that help boost sales across the country. Design and implement print materials such as flyers, brochure, logos and posters for all internal Gemaire sales centers. Design, develop and deploy all digital assets for the Gemaire.com website including email marketing.

561 MEDIA • BOCA RATON, FL

Nov 2015 - May 2016

Digital Designer

Supported this custom website development company in design projects for clients. Worked with Marketing and SEO to increase conversion rates via A/B testing on headlines, layouts, buttons and graphics. Designed custom WordPress websites including landing pages, sub-pages and homepages. Designed Facebook Ad creatives, email marketing newsletters and promotional pieces.

DRIVERS ALERT • LIGHTHOUSE POINT, FL

Aug 2013 - July 2014

Digital Designer

Designed, launched and measured the effectiveness of marketing channels including web, search, SEO, landing pages, email, social media, and trade show materials for this automotive safety firm.

IMAGINE YOUR PHOTOS • MIAMI, FL

Jan 2006 - June 2013

Digital Designer / Co-Owner

Consulted with clients and partners to understand needs. Created marketing collateral for print and digital including direct mail, targeted emails and landing pages. Managed ImagineYourPhotos.com, an ecommerce website.

MINDJOBMEDIA • DELRAY BEACH, FL

Jan 2006 - Present

Digital Designer / Founder

An ongoing experiment featuring a mixture of personal and professional projects. Mindjobmedia creates aesthetically pleasing and professional websites that make your brand feel all warm and fuzzy. Utilizing all skills and education to be creative, push the limits and always exploring the digital medium.

UNIVERSITY OF MIAMI

Bachelor of Science in Communications

SKILLS

Adobe: InDesign, Photoshop, Illustrator, XD, Dreamweaver • HTML / CSS • WordPress CMS • Bootstrap • Zurb Foundation
Google Analytics • Excel • Social Media Marketing • Email Marketing • Mac & Windows OS