

# RYAN FLEISCHER

Boston, MA • Madison, WI

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## CREATIVE + MARKETING EXPERIENCE

### Social Media Content Creator, Trek Bicycle Corporation

*Madison, WI • February 2022 to Present*

Design, edit, and plan content for Trek's global social media channels. Work with brand managers across the organization to understand campaign objectives and create content in-line with marketing, social, and community goals.

### Brand Designer, Thoughtfully Hooded

*San Diego, CA • July 2020 to Present*

Designed and developed brand identity for the nascent youth clothing company. Wireframed, built, and currently maintain the e-commerce site on Shopify's platform. Create animations, signage, social media posts, and other marketing collateral.

### Graphic Designer, ButcherBox

*Boston, MA • May 2020 to February 2022*

Produced visual digital content as member of the marketing team. Created animated stories and motion graphics for instagram, facebook, pinterest, and paid web ads. Worked with marketing partners and represented design team at cross-functional meetings. Managed design contractors as needed. Served as a member of the Diversity, Equity, and Inclusion committee.

### Graphic Designer, iRobot

*Bedford, MA • January 2020 to May 2020*

Created design collateral as a contract member of the corporate communications team. Primary focus on producing the company strategy guide, designing infographics, and branding initiatives.

### Project Lead, Scout

*Boston, MA • September 2019 to December 2019*

Managed client relationships and led a team of designers and developers in creation of the logo, brand identity, and UI/UX design of a responsive website.

### Digital Marketing Co-op, New Balance Athletics, Inc.

*Brighton, MA • January 2019 to June 2019*

Planned content calendar on digital marketing team; designed, animated, and edited social content; helped track engagement and earned value on social media channels with a cumulative following of over 3.5 million people.

### Art Director, Tastemakers Magazine

*Boston, MA • September 2017 to December 2019*

Led a team of 14 designers through bi-weekly critiques; illustrated and edited design spreads; coordinated with photographers, writers,

## EDUCATION

### Northeastern University, Boston, MA

BS in Marketing and Graphic Design

*Member of University Honors Program*

## SKILLS

### Software

Photoshop

Illustrator

InDesign

After Effects

Premiere Pro

XD

Sketch

Figma

### Tools

Invision

Microsoft Office

Asana

Sprinklr

Sprout Social

Mailchimp

Klaviyo

Shopify

### Other

Photography

Brand Strategy

Motion Graphics

Experience Design

Social Media Strategy

User Research

Illustration

Copywriting

Campaign Concepting

## ABOUT

### Designer, Strategist, Storyteller.

Also: Ironman triathlete, collegiate swim coach, Big Brothers Big Sisters Mentor, podcast listener, and guitarist in a band called "The Flam Flams."