

RYAN FLEISCHER

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CREATIVE + MARKETING EXPERIENCE

Art Director, The Hoffman Agency

San Jose, CA • May 2022 to Present

Lead the creation of digital assets, responsive websites, marketing collateral, and animated video content for a variety of clients, focused primarily in technology. Communicate concepts and timelines with clients, deliver feedback to designers and animators, and work with internal stakeholders to constantly be improving the quality and productivity of the creative team.

Social Media Content Creator, Trek Bicycle Corporation

Madison, WI • February 2022 to May 2022

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.

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.

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, and print production company to produce a 48-page music and arts magazine quarterly.

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

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."