

RYAN FLEISCHER

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CREATIVE + MARKETING EXPERIENCE

Art Director, The Hoffman Agency

Boston, MA / May 2022 to Present

- Direct the development of social media assets, responsive websites, marketing collateral, and video content for diverse technology and software clients, boosting brand engagement.
- Supervise the operation of agency's global social media channels.
- Manage, delegate, and deliver feedback to other designers.
- Collaborate with clients and internal stakeholders to find creative solutions that support firm PR and marketing objectives.

Social Media Content Creator, Trek Bicycle Corporation

Madison, WI / February 2022 to May 2022

- Crafted, animated, refined, and planned content for Trek's Instagram, Facebook, Pinterest, X, and LinkedIn channels.
- Broke the all-time weekly engagement record on Instagram.
- Advised brand managers across the organization to assist in 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 on the marketing team, helping to double annual revenue year-over-year.
- Created stories and motion graphics for organic social and paid ads.
- Designed the company's first-ever social responsibility report.
- Managed design contractors when required for overflow work.
- Served on the DEI committee.

Graphic Designer, iRobot

Bedford, MA / January 2020 to May 2020

- Created print and digital corporate communications material for company-wide distribution.
- Designed the company strategy guide, developed infographics, and branded internal corporate initiatives.

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

Brighton, MA / January 2019 to June 2019

- Planned social media content calendar on digital marketing team.
- Assembled, animated, and edited digital assets.
- Tracked 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 in-person, bi-weekly critiques and constant email communications.
- Illustrated and revised 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

Graduate of the University Honors Program

SKILLS

Software

Photoshop

Illustrator

InDesign

After Effects

Premiere Pro

Lightroom

Sketch

Figma

Tools

Asana

Klaviyo

Mailchimp

Midjourney

Shopify

Sprout Social

Other

Photography

Brand Strategy

Project Management

Motion Graphics

Experience Design

LinkedIn

Instagram

TikTok

Facebook

Copywriting

Illustration

Email Marketing

ABOUT

Art Director, Strategist, Storyteller.

Also: Ironman triathlete, swim coach,

podcast listener, Big Brothers Big Sisters Mentor,

indie-band guitarist, and coffee connoisseur.