

**Ryan Delafosse**

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**CORE STRENGTHS**

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- Strategic leader who excels in translating complex business problems into creative opportunities
  - Develop breakthrough strategies and campaigns that garner attention from media and drive consumer behavior
  - Guide brands and clients beyond the traditional paid, owned, and earned models to develop campaigns that take advantage of the way modern consumers consume content and information
  - Leader of strategists and creatives who unlocks problem-solving capabilities and drives personal and professional growth
  - Proven track record of taking big, breakthrough strategies off the page and into the real world
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**EXPERIENCE**

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**Civilization** | Director of Strategy

*2023-Current | Austin, TX*

Joined Civilization to help lead all strategic effort and work hand in hand with creatives and technologists, offering a streamlined full service offering to clients. Key responsibilities include leading campaign strategy for above and below the line campaigns, as well as the design and development of core digital & AI offerings.

- Lead strategy and development of Lone Star Beer's most successful creative campaign in a decade, leading to a 40% increase in sales YoY. Campaign elements included an integrated approach to paid and owned along with earned support.
- Lead strategy and integrated creative efforts across B2C brands including Chipotle, Hopdoddy, and Aquaria as well as B2B organizations such as the Environmental Defense Fund, ConvergiX Automation, and the US Travel Association
- Helped launch Civilization AI offerings, consulting with brands on the potential of AI on their marketing and product roadmaps. Launched 5 AI projects in our first year, spanning technology, food & bev and lifestyle categories for clients such as Dell, Indeed and Soundly. Projects include custom AI integrations into bespoke digital experiences for internal and external use cases.

**Fresh Street** | Head of Marketing

*2021-2023 | Austin, TX*

As a founding member of the Fresh Street team, created and launched a new, digitally enhanced grocery shopping experience located in Chicago, IL. As head of all marketing and acquisition, attracted over 2,000 users in just 5 months, 33% more than our original estimate for the first 6 months. Early success generated interest from B2B suitors, and the organization was sold in late 2022.

- As Head of Marketing for Fresh Street, led all paid, owned, and earned efforts related to the launch of our first store and the ongoing customer acquisition strategies.
  - Pre-launch, directed creative agency partners to establish brand positioning and produce integrated assets for social, print, OOH, and CTV.
  - At launch, generated 665MM earned impressions, including broadcast coverage from 4 of the 5 major news channels in the Chicago area.
  - Managed and executed paid digital campaigns across Google and Facebook, generating a cost per site visit of under \$0.50.
  - Achieved a cost per new user of ~\$40 at the time of the B2B pivot, 50% lower than our pre-launch estimates
- In addition to core marketing responsibilities, led consumer research efforts pre-launch, guiding the design and layout of the original website and app, inventory assortment, and establishing in-store best practices.

**Praytelli** | Executive Creative Director | Head of Creative Strategy

*2016-2021 | Austin, TX*

Built, managed, and grew the Creative Strategy department to 12 people, playing an integral role in tripling the revenue of the agency over a 5 year span. Along the way, Creative Strategy efforts contributed to Praytell being recognized as Best Small Agency, Best Mid-sized Agency, and Agency of the Year. During that time, directed strategy and creative for New Business initiatives and acted as strategic point of contact for core clients across hospitality, CPG, lifestyle, apparel, and NPOs with a focus on developing 360 campaigns that tied together IRL experiences, digital content, and media coverage.

- Destination Canada: While originally hired as their American PR agency, led collaborative inter-agency work sessions and earned the opportunity to take over as their Creative Lead Agency in March of 2020.
  - Partner directly with the DC CMO to establish a platform to be used by DC as well as regional partners throughout the summer COVID quarantine as a way to collect and share content, inspiring people to explore their neighborhoods safely
  - Generated a 3% lift in search intent for potential US travelers by developing a creative campaign targeted at US travelers to keep Canada top of mind heading into 2021. We partnered with the writers of the Tony Award winning show *Come From Away* to develop an animated anthem, and then regional influencers for a content series with Roku around the holidays.
  - Earned over 600MM media impressions and a new high on CTR by partnering with Toronto Raptors star Kyle Lowry on a campaign about missing Canada while he was stuck in the NBA bubble.
  - Evolved the COVID platform into a reopening platform in partnership with Brand USA, culminating in an interactive Northern Lights experience in Grand Central.
- Anheuser-Busch: For 5 years, built breakthrough campaigns as a strategic partner for Anheuser-Busch across all of their Better World and Craft Beer efforts
  - Worked closely with the Better World team to develop strategies and creative approaches to responsible drinking as well as their water donation program.
  - Engineered earned moments to support craft breweries, including events to launch limited run beers to breakthrough with local media
- Paper & Packaging Board: Established an annual set of creative programming for the Paper & Packaging Board over a 4 year period to expand awareness of the paper and packaging industry.
  - Combining consistent influencer programming, strategic newsjacking, and tentpole moments throughout the year to create a steady stream of awareness building moments.
  - Efforts include a print magazine interviewing notable podcast hosts and distributed through Barnes & Noble, a pop-up museum dedicated to shoeboxes hosted by acclaimed DJ Bobbito Garcia and featured on ESPN+, and cardboard desk distributions during the COVID crisis in partnership with the Harlem Boys & Girls Club.
- Annual creative planning with additional clients such as No Kid Hungry (including programming their annual day of giving with a livestream hosted by Busy Phillips), MAC AIDS Fund (including the production and premiere of a full length documentary), Logitech and Bank OZK.

### **T3** | Senior Strategist

2015-2016 | Austin, TX

Was a lead strategist across key multi-channel clients, including lead digital strategist for UPS, developing a framework for web and app innovation. Also lead strategist for 7-Eleven across social and digital efforts.

### **Digital Kitchen** | Director of Strategy

2013-2015 | Chicago, IL

Established a strategic practice focused on developing frameworks for social, digital, and experiential innovation with marquee clients such as HBO, Microsoft, Brooks Running, FX, and the Cosmopolitan of Las Vegas.

### **FCB** | Senior Strategist

2010-2013 | Chicago, IL

After leading analytics for USPS, transitioned into the strategic planning group to work on above the line advertising on behalf of KFC, Valspar, and The Shelter Pet Project.

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## **EDUCATION**

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**University of Notre Dame** | Major in Marketing, Theology