

JESSICA RYAN

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Vancouver, BC

EDUCATION & CERTIFICATIONS

Queen's University - Honours Bachelor of Arts in Sociology

BrainStation | LinkedIn Learning | Queen's University

Digital Media Marketing | Social Media Copywriting | Entrepreneurship Innovation & Creativity

PROFESSIONAL EXPERIENCE

Dixon Transition Society - Communications Lead

Nov 2022 - Present

- **Client Relationship Management:** Cultivated and maintained professional relationships with stakeholders and donors, resulting in a 15% increase in donor engagement and a 20% increase in social media audiences.
- **Data-Driven Decision Making:** Collected and utilized audience analytics to optimize marketing strategies, leading to a tenfold increase in user engagement and a 40% improvement in lead conversion rates.
- **Strategic Planning & Execution:** Developed and executed extensive marketing strategies, including leading fundraising events and weekly newsletters, resulting in a 10% reduction in operational costs.
- **Cross-Functional Collaboration:** Worked closely with internal departments to coordinate marketing initiatives with organizational goals, enhancing overall campaign effectiveness.

Mark Roseland, PhD, RRP - Contracted Digital Marketing Analyst

Aug 2022 - Present

- **Analytical Expertise:** Conducted thorough website traffic data analysis to identify growth opportunities, leading to a 10% increase in website traffic.
- **Campaign Optimization:** Implemented optimization strategies, including A/B testing, resulting in improved user interaction and campaign performance.

Vancouver Psychology Centre - Digital Content Lead

Mar 2019 - Jul 2020

- **Digital Strategy Development:** Developed and managed digital marketing strategies, optimizing online presence and generating new leads.
- **Content Management:** Created and published digital content across various platforms, enhancing channel traffic and user engagement.
- **Performance Analysis:** Reviewed and analyzed digital campaign performance, offering insights for continuous improvement.

SKILLS

- Client Relationship Management, Strategic Planning, Data Analysis, Communication, Cross-Functional Collaboration, Problem Solving, CRM Tools and Platforms, Brand Strategy, Digital Advertisement, Google Ads, Google Analytics, Market Segmentation, Change Management, Customer Journey Mapping.
- **Languages:** English (Fluent), French, Spanish (Professional Working Proficiency).