Ryan Schaefer

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Experience

Viget — Digital Project Manager / May 2018 – Present
Clients: Emerson Collective, FiscalNote, Washington Speakers Bureau, Virtru, Knowledge2Practice

- ❖ Lead a variety of software efforts, including an interactive web project, app development, CMS build, conversion analytics sprint, iterative design system, and others
- ❖ Handle tasking, budgeting, communication with internal and client teams, and all other aspects of agile project management
- ❖ Facilitate design and development sprints and define and document product features, end-user workflows, and constraints
- ❖ Lead QA efforts, including browser, device, and accessibility testing
- ❖ Collaborate daily with designers, developers, digital strategists, and analysts

kglobal — Senior Account Executive / September 2014 – May 2018
Previously: Research Associate, Senior Research Associate, Account Associate, Account Executive

Clients: Dole, Disney, Marvel, National Pork Producers Council
Digital Consulting Specialist: South Carolina Department of Commerce

- ❖ Lead the kglobal web development branch in all aspects of production, including client relations, project management, creative concepting, research and mapping, UX design, and front-end and back-end development
- ❖ Manage schedules, six-figure budgets, assets, and overall project organization to ensure requirements and project deliverables dates are clearly communicated, understood, and executed upon
- ❖ Work directly with senior leadership on business development initiatives, including proposal writing, pitching, and design
- ❖ Direct the kglobal internship program—supervised over 50 interns starting summer 2015

Education

Northern Arizona University, Class of 2013 — BSBA, Marketing / Minor, Economics
- ❖ NCAA Division One Men's Basketball player
- ❖ Dean's List, Athletic Director's Honor Roll, Golden Eagle Academic Achievement Award

Skills

- ❖ Illustrator, Photoshop, InDesign, Premiere Pro, Sketch, Figma, WordPress
- ❖ GitHub, Atom, Google Analytics, Hootsuite, MailChimp, Crimson Hexagon, Sprinklr, Facebook Ads, Twitter Ads, Trello, Airtable
- ❖ HTML, CSS, jQuery, copywriting, email marketing, social media, analytics, SEO, agile project management