

# Ryan T. Rimmele

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## Education

### The University of Akron

Bachelor of Arts in Mass Media Communication  
Bachelor of Business Administration  
- Integrated Marketing Communication

## Experience

### TRIAD Communications, Inc. (2019-Present)

Director, Content

Planning and implementing marketing strategies with a focus on content developing. Includes social media, email marketing, PPC, etc. I also act as the primary copywriter and proofreader for the agency.

### TRIAD Communications, Inc. (2015-2018)

Digital Marketing Specialist

Planning and implementing marketing strategies for clients. Includes traditional media buying, social media management, and online paid media management.

### Linear Creative (2014-2015)

Online Marketing Specialist

Responsible for planning and implementing Online Marketing strategies including Social Media, SEO, Pay Per Click, and Content Marketing. Clients include business-to-business, business-to-consumer, and Non-profits.

### Waikem Auto Family (2012- 2014)

Digital Marketing

Assisting in improving SEO, websites, and overall digital marketing efforts for the company's seven dealerships. This includes, but is not limited to, copywriting, social media management, search engine marketing, photography, and videography.

## Organizations

### AAF-Akron (2019-Present)

Social Media Chair, Board Member

Planning and implementing content marketing strategies including social media, email marketing, content development, etc.

### Kanga Communication - Taylor Institute Student Social Media Agency (2013)

Creative Director

Leading a group of fellow students to create a brand for the newly formed social media agency. Creating a Digital Marketing strategy for the Taylor Institute of Direct Marketing.

## Skills

Content Marketing	Copywriting
Search Engine Marketing	Social Media Strategy
Media Buying	Pay Per Click
Microsoft Office Suite	Hootsuite
Adobe Creative Suite	Google Adwords
Wordpress/Drupal CMS	Google Analytics