

# RYAN D. MCKEE

## PROFESSIONAL PROFILE

Over a decade of experience in the digital media, graphic & video production, live events, and client services industries. Consistently delivering quality work under pressure, and quick to adapt to changing needs while simultaneously undertaking multiple tasks.

## CONTACT INFO

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🏠 Wake Forest, NC 27587

## TECH SKILLS

Graphic Design  
Digital Photography  
Videography  
Adobe Lightroom  
Adobe Photoshop  
Adobe Illustrator  
Adobe Premiere Pro  
Adobe InDesign  
Social Media Marketing  
Microsoft Office Suite  
Mac & Windows O.S.  
File Management  
Wireless Networking  
SEOs & Metadata

## EXPERTISE

Verbal & Written Communication  
Social Media Platforms  
Brand Marketing  
Collaborative Work  
Strategic Thinking  
Client Relationships  
Time Management  
Multi-Tasking  
Organization  
Leadership

## EXPERIENCE

### Digital Marketing Director & Lead Visual Designer - 2180miles Endurance Adventuring - 2013 to Present

- Spearhead digital media creation, copywriting, and marketing for brand social media and website
- Video production, including filming and post-production editing, for marketing material and publication
- Develop tailored imagery & content for web audiences using Adobe Creative Suite and competitive landscape analysis, resulting in over 100k+ annual readers and an average of 13k impressions per social media post
- Manage media metadata, website design, UX consideration, and keyword implementation for SEO optimization
- Responsible for testing, documenting, and promoting new products prior to launch to generate sales and amplify merchandise awareness
- Exceptional attention to detail, ensuring consistent branding and design methods

### Creative Producer - Fellsway Media - 2008 to Present

- Provide contract services in the digital media, audio-visual, and production industries for Fortune-500 companies
- Collaborate to design eye-catching imagery, videography, and brand messaging
- Create internal and external corporate marketing materials through photography and videography for digital and print media utilizing Adobe Creative Suite and similar applications
- Social media management for all platforms including Facebook, Instagram, YouTube, Pinterest, etc.
- Manage client relationships using clear communication and by fostering a collaborative working style, ensuring satisfaction with work provided, and on-time project delivery
- Expert multi-tasker in high stress environments, able to problem solve and work independently with extremely detail-oriented focus

### Corporate & Concert Clientele

Accenture, American Association of Justice, Avalara, athenahealth, Berkshire Hathaway, Black Oak LED, Boston Business Journal, Bracco Diagnostics, Bridgestone, CEB Global/Gartner, Chief Products, Cirque du Soleil, The Coca-Cola Company, Cue Ball Capital, Diligent, DXC Technology, The eLearning Guild, Falken Tires, Factor 55, Fidelity Investments, Gillette, Harvard University, Herbalife, Institute of Electronic and Electrical Engineers, John Hancock, Kellogg's, Marijuana Business Journal, Massachusetts Institute of Technology, Microsoft, Natural Gas Vehicle Association, New Balance, Northeastern University, Pfizer Pharmaceuticals, PURE Insurance, Re/Max, Subway Restaurants, Sunovion, Taylor Swift, TEDx, Torro Offroad, UCB Pharmaceuticals, Wal-Mart, Warn, and more.

## INTERESTS

**The BeatHeart Foundation** - Founding board member, MA 501(c)3

**K1TXO** - FCC licensed Amateur Radio operator

**Appalachian Trail Thru-Hiker** - 2014

**Trans-America Cyclist** - 2007

References available upon request.