

Ryan Berry, MBA

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Executive Summary

Resourceful **full-stack marketer** and **brand innovator** with over **20 years** of digital marketing experience and **15 years** in leadership positions. Excels at hiring and managing multiple internal and external globally dispersed teams and projects within fast-paced environments. Sales and marketing leadership and implementation experience includes **10+ years** of B2B and **7+ years** of B2C. Adept at competitive analysis, identifying trends, and strategy development for **new products, brand growth, demand generation, and revenue growth** for medium sized brands in the \$10-50M range and is ready to take on larger industry leading brands or other medium-sized brands.

Having served as a **Marketing Agency CEO & Corporate Marketing Director**, Ryan is hands-on, driven by objectives, and thrives in collaborative environments and matrixed organizations.

Specializing in orchestrating cohesive strategies, cultivating robust alliances with sales, product, and diverse teams. He believes in **taking care of his teams** while developing **clients-first solutions**.

WORK EXPERIENCE

WealthAbility® · 02/2022 - 03/2024

Tempe, AZ

WealthAbility® was founded by best-selling author and tax expert Tom Wheelwright, CPA. The WealthAbility® system reduces taxes by 10-40% in 90 days or less. It fueled Billionaire Robert Kiyosaki's wealth and aids clients with tailored tax strategies, ensuring compliance while maximizing savings. The WealthAbility® system, team of advisors, financial courses, and SaaS products help clients determine which tax strategies fit their situation and best meet their needs.

Marketing Director · Full-time · Remote

- Hired staff & vendors while managing the marketing budget. Led 9 diverse & globally distributed teams – PR, Graphics, Web, SEO, Social, Content, Events, Podcast, & LMS.
- Developed global integrated marketing initiatives that drove the brand to reach 236 MILLION AVERAGE MONTHLY IMPRESSIONS over 12 months, eclipsing 500 MILLION in February 2024.
- Implemented strategic marketing programs that drove leads, growth initiatives, & a 50% revenue increase in the first 12 months. Sales, Martech and automation tools helped greatly!
- Coordinated in-house & external teams (global teams) to boost engagement and marketing communications. Efforts led to over 1500 monthly leads & a surge in digital media!
- Met timelines & achieved business goals through effective leadership & collaboration of regularly published articles in Inc., Entrepreneur, Newsweek, Worth, Accounting Today, etc.
- Executed strategies for 2 Best-Selling Book Launches. Included speaking engagements, presentations, thought leadership, digital communications, and massive PR efforts!

Security Storage, LLC. · 01/2018 - 01/2022

Overland Park, KS

Security Storage was a top 100 U.S. self-storage operator in 2018, and managed facilities in KS, MO, and WY, offering a range of storage options. The company had a mix of indoor climate controlled units, outdoor units, covered parking, and open parking among their facilities. They specialize in commercial and non-commercial storage offerings.

Marketing Director · Full-time · Remote

- Developed and implemented omnichannel marketing and communication strategies for 9 facilities & 6 brands across 3 states.
- Owned B2B & B2C revenue-driven marketing strategy and implementation focused on customer acquisition and retention. This involved methods modeled from LTGP:CAC.
- Developed revenue diversification solutions and marketing strategies that grew revenue and average occupancy at most locations. Occupancy rates reached 80-100%.
- Rebuilt 6 facility websites that were optimized for brand positioning, user experience (UX), customer checkout, SEO, mobile, and an optimized client portal for account management.

Catch-Frayz Marketing, Inc. · 05/2009 - 12/2017

Lee's Summit, MO

Catch-Frayz Marketing specialized in boosting revenue through both traditional and digital marketing solutions. Assisting small to medium-sized businesses, healthcare providers, non-profits, universities, and schools with brand development, graphic design, web development, social media management, video production, paid advertising, and customized marketing plans.

President/CEO · Full-time · On-Site

- Developed marketing strategies & solutions for public health organizations, physical therapy, audiology, university programs, private schools (k-8), SME's, & many other industries.
- 100% B2B Marketing & Direct Sales – I networked, met with clients on a regular basis, drafted proposals, drafted RFPs (request for proposals), Built Strategies, & more!
- Established and maintained respectful relationships with all stakeholders through open communication and proactive problem-solving.

EDUCATION

MBA in Marketing

Avila University · 06/2008 - 05/2009

Kansas City, MO

SKILLS

Technical Skills: ActiveCampaign, Adobe After Effects, Adobe Audition, Adobe Creative Suite, ahrefs, Asana, Basecamp, Biteable, ChatGPT, CSS, Drupal, Facebook Ads, Google Ads, Google Analytics, Graphic Design, Hootsuite, HTML, HubSpot, JasperAI, Joomla, Keap (Infusionsoft), LinkedIn Ads, LucidChart, MailChimp, Marketing Automation Tools, Martech Tools, Meltwater, Meta Advertising, Microsoft Office, Microsoft SharePoint, Microsoft Teams, MonsterInsights, Redmine, Salesforce Administrator, seoMOZ, Slack, Social Media Platforms, Streamyard, SurveyMonkey, Tableau, Trello, Typeform, Video Editing & Production, Wordpress, Wrike, Yoast SEO, Zoom Video Conferencing

Hard & Soft Skills: ABM, A/B Testing, Accountability, Adaptable, Advertising, Advising, Agile Project Management, Analyzing Data, Attention to detail, B2B Marketing, B2C Marketing, Brand and Marketing Positioning, Brand Awareness, Brand Management, Brand Messaging, Budgeting, Business Administration, Campaign Tracking, CLV, Collaborating, Communication, Communication Planning, Competitor Analysis, Consulting, Content Development, Content Strategy, Conversational A.I., Copywriting, Critical Thinking, CRM Automation, Cross-functional team leadership, Customer Advocacy, Customer Experience Focus, Customer Journey Optimization, Customer Retention, Data-Driven, Demand Generation, Detail-oriented, Developing a Team, Digital Marketing, Email Marketing, Entrepreneurial, Events Marketing, Full-Funnel Management, Funnel Planning, Global Marketing, Go-to-Market Execution, GTM (Go-to-Market) Strategy, Internal Communications, KPI Tracking, Lead Generation, Leading a Team, Managing and Hiring Freelancers, Journey Mapping, Marketing Automation, Marketing channel best practices, Marketing Management, Marketing Support, Mentoring direct reports, Multi-channel Marketing, Multitasking, Negotiating, Organizational Skills, Paid advertising, Pay-Per-Click, Persona Targeting, Products Marketing, Public Relations, Results-driven, Revenue Growth, Search Engine Marketing, Services Marketing, Social Media Management, Social Media Marketing, Storytelling, Thought Leadership, Time Management, Vendor Management, Video Editing, Video Production, Web Design, Website Optimization, Written Communication