



# TAYLOR RYAN

## Head of Marketing

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## SEO

**Fav Tools:** Ahrefs, Screaming frog, Google Analytics, Ranktracker, Moz, SemRush, Pingdom, Search Console

## CRO

**Fav Tools:** Mixpanel, GA, Inspectlet, Optimizely, Convertful, Zapier, etc

## SEM

**Fav Tools:** Facebook, LinkedIn, Keyword Planner, MoPub, etc

## Automation

**Fav Tools:** Zapier, Google Sheets, Clearbit, Buffer, Segment, Intercom, Active Campaign, Hubspot, etc

## Content

**Fav Tools:** Google docs, Wordpress, Drupal, Photoshop, Camtasia, etc

## Email

**Fav Tools:** Mailchimp, Intercom, Sendgrid, Email Octopus, etc

## Project Management

**Fav Tools:** Trello, Redmine, Basecamp, Smartsheets, Slack, etc

## PR/Amplification

## Summary

KPI-driven marketing leader seeking a role within a small but growing company.

I'm a technical marketing growth hacker with 10+ years of experience in a broad range of industries. I've worked on a variety of marketing and growth projects including: lead generation, project management, integration implementation, marketing department management, goal tracking, UX, Wordpress / Drupal site development, social media, strategic planning, CRO, re-targeting campaigns, CRM management, content creation, writing, video and podcast media, analytics, CPC Campaigns optimization, SEM, SEO, e-mail campaigns, marketing automation, user journey analysis, and much more.

Tell me what your problem is and I can help you solve it.

## Work experience

2018-03 -  
Present

### Chief Marketing Officer & Co-founder Valuer.ai - Copenhagen, Denmark

- Boosted monthly traffic by 10X in the first 6 months.
- Created an automated lead funnel with a friction-less form resulting in an increase in leads by 10X.
- Managing, mentoring, and teaching the marketing team to be their best.

2017-09 -  
2018-02

### Head of Marketing and Communication Actimo - Copenhagen, Denmark

- Created a marketing strategy with growth and lead generation as driving factors to push more engagement on web and other converting platforms
- Wireframed, designed, and implemented a new website with 200% improvement in conversions within the first 2 weeks.
- Ran company-wide "war-room" meetings every Monday to drive leads and conversions with growth hacks resulting in 1.25M DKK MRR
- Responsible for assembling, growing, training, managing and mentoring marketing department from 1 to 9 employees.

2016-06 -  
2017-09

### Head of Marketing Geniebelt - Copenhagen, Denmark

- Created, planned, managed, taught, and mentored the marketing department from 1 to the current 14 employees; to complete all digital marketing projects across a broad range of short term and long-term marketing initiatives.
- Measure and analyze all digital marketing projects from start to finish-growth hacking, email marketing, integrations, technical SEO, website redesign, content exchanges, etc. resulting in a 640% growth in total monthly traffic within the first year.
- Responsible for developing the annual marketing plan for strategic marketing, SEO, CRO, website redesign, landing page development, e-mail campaigns, content strategy and development, market research, and sales presentations.
- Introduce and implement new tools and processes aimed at increasing trackability, organization, and reducing inefficiency

**Fav Tools:** Buzzstream, buzz sumo, Ninja outreach, FB, Linkedin, G+, PRNewswire, Reddit, Quora, etc

## People Management

**Fav Tools:** Google drive, chrome. Mentorship, teaching/learning, boosting culture, team building, presentations, etc

## Growth Hacks

**Fav Tools:** Dux-soup, FindThatLead, Scrapely, Hunter.io, Webscraper.io, Scrapely, LeadFeeder, etc

## Social Media

**Fav Tools:** FB, Linkedin, Twitter, Hootsuite, Buffer, Sprout, Slideshare

## CRM

**Fav Tools:** Close.io, Pipedrive, Zoho, Salesforce, SugarCRM, MixMax, Calendly, etc

## Other

Branding, UX, Html/CSS, strategy, visualization tools, training software, ASO, Wireframing, Web Development management, Public Speaking, Events, WP Plugins, Sales, Sales funnels, etc

## Industries of Interest

Startups, Big Data, IOT, Ai, Blockchain, Crypto/ICO, Saas, eCommerce, Green Energy, Robotics Growth, AR/VR, Disruption of any kind.

2016-01 -  
2016-06

### Head of Optimization

Planday - Copenhagen, Denmark

- Head of Optimization SEO: Working in collaboration with the content team and any external agencies, optimized our global sites for key google organic search terms, with a particular focus on the North American". com" site.
- CRO: boosted sign ups by 30% by updating the conversion form and allowing returning visitors to more easily get into the platform.
- Worked with the product to wire-frame onboarding flows and wrote email and message outreach in intercom segmented by user engagement once they entered the platform Increased IOS and Android downloads by 20% in one month with ASO(App Store Optimization)

2014-03 -  
2015-10

### Strategy Manager

Greater Washington Publishing - Reston, Va - USA

- Strategy Manager Added customer response channels, targeted newsletters, and e-mail nurturing campaigns resulting in measurable increases in engagement, leads, and traffic.
- Managed website redesign with a focus on UX, SEO, simpler formatting for increased conversions, and better content.
- Introduced new revenue streams and trained sales team how to sell tech and consulting based services.
- Created fresh engaging content weekly and built up community partnerships, blogger exchanges, and projects for graphic designers.

2011-10 -  
2014-03

### Co-Founder and Contracted Consultant

MULTD LLC. - Arlington, Va - USA

*SeQRPay*

- Co-Founder of GlutenFreeVIP – e-commerce site and IOS and Android app geared towards the gluten-free and allergy-free market.
- Trained sales team and personally added 80 new clients while tracking each new client, resulting in 1000 new product offerings to our customers.
- Drove traffic via content creation, email campaigns, blogger exchanges, influencer marketing, optimized of Facebook, Adwords, and mobile ad networks.
- Developed targeted landing pages for multiple verticals, with original promotional videos, and e-mail campaigns.

*Gigspire.org*

- Managed online projects, created content, and directed video team to record and produce the full 40 hour course.
- Designed, built, and managed online platform for new e-learning experience based in Moodle.

*Sagent Partners LLC*

- Implemented Sales Force resulting in client tracking, new targeting of ideal customer profiles, and less loss of business.
- Added and trained all employees on LinkedIn Recruiter, in-mails, email marketing, and targeted job board posting to increase reach and efficiency.

*Bulldog Finance Group*

- Increased service offerings to include SEO, website development, competitive analysis, database creation, and analytics reporting resulting in new business.
- Managed a portfolio of accounts averaging a monthly revenue of \$10,000.
- Project managed and proposal development for election campaigns and non-profit organizations.

*Department Of Labor:*

- Consultant and Architect for the 2012 TAP (Transition Assistance Program) for the Department of Labor - \$4.3 Million government contract – This program served 180,00 service members of the United States Military and their families to get them back in the workforce after exiting the military.
- Co-designed a curriculum containing 68 courses, with 198 learning objectives accredited by Ohio State and adopted by the Commonwealth of Virginia as a Training Provider for the Virginia Employment Commission.
- Managed a team of 4 researchers to provide support statistics for every module inside of the program.

2010-11 -  
2011-10

**Account Manager**

**Powerwave - Santa Ana, Ca - USA**

- Account Manager Technologies Led a \$2 million dollar proposal within T-Mobile's South and Mid-Atlantic Regions.
- Produced creative, technical, and simple marketing materials customized for each client's needs.

2010-01 -  
2010-10

**Enrollment Advisor**

**Bridgepoint Education Inc - San Diego, Ca - USA**

- Enrollment Advisor Generated \$920,000 in revenue(B2C) in 10 months over phone.
- Managed full lifecycle of student application, enrollment, and qualification paperwork.

2008-11 -  
2009-12

**Director of Wholesale**

**Thousand Oaks Barrel Co. - Manasas, Va - USA**

- Director of Wholesale Operations Developed innovative online drop-ship program via e-mail campaigns using Constant Contact resulting in over \$20,000 in sales in the first 4 Months.
- Sold an average of \$9,000 a month, exceeding monthly goals finishing in the top 75% each month resulting in \$70,000 in peak sales months.

2007-12 -  
2009-02

**Senior Remodeling Consultant**

**Home Solutions of Northern Virginia - Fairfax, Va - USA**

- Senior Remodeling Consultant Sold over \$200,000 of products while working part time in college, finishing in the top 75% of the sales team every month.
- Created video content for product demonstrations online.

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**Education**

2004 - 2008

**B.Sc - Psychology**

**George Mason University**

Fairfax, Virginia - USA