

Ryan Jon Choyeski

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SUMMARY

- Hired to help drive social media strategy and interactive marketing / word-of-mouth programs for Zócalo Group, Omnicom's first word-of-mouth dedicated agency named the *Holmes Report's* 2009 New Media Agency of the Year for its work in social media.

SKILLS / EXPERIENCE

Social Media / Online Marketing

- Managed and assisted successful interactive marketing programs for clients including Frito-Lay, Cricket Wireless, Dove, ConAgra Foods, AXE Hair, Aircell and VCA Animal Hospitals.
- Used social media resources to build professional and lasting relationships with consumers, bloggers, and experts in various fields; developing strong sustainable word-of-mouth and brand evangelism.
- Managed and moderated Cricket Wireless' online and social media presence generating over 32 million digital engagements.
- Featured in *The Washington Post* for following proper disclosure guidelines set by the FTC and WOMMA.
- Managed the launch of Frito-Lay's "Better for you Tailgating" and "Party in a Pinch" online campaign generating over 2 million online engagements in three months.
- Present emerging technology, creative digital solutions and best practices to Zócalo senior management team; increasing company's overall efficiency and category expertise.
- Communicated daily monitoring reports to client marketing directors on social media and online conversations.

Film / Video

- 4 years experience in Video Production with Advanced skills in Field Production and basic skills in Studio Production
- Final Cut Pro, Pro Tools, Adobe Premiere, Live Type and DVD Studio.

Web Design / Development

- 1 year experience developing dynamic websites, employing relational databases and server-side scripting languages with a variety of clients.
- Basic to advanced skills in HTML, FBML, DHTML, CSS, JavaScript, PHP, MySQL, Wordpress and Adobe Photoshop.
- Completed certified course in Search Engine Optimization and Search Engine Marketing.

WORK HISTORY

Zócalo Group (Omnicom), Chicago, IL

Senior Analyst

September, 2008 – Present

EDUCATION

Northern Illinois University – DeKalb, Illinois, August 2008

Bachelor in Science Communication Degree; Emphasis in Media Studies

PROFESSIONAL REFERENCES:

Amber Lambke

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