

RYAN CHARLESTON

Product marketing professional with experience across multiple industries, demonstrating both analytical and creative talent and foresight. History of initiating and vetting ideas, managing development and converting into successful products and business ventures.

EXPERIENCE

Product Marketing Manager

mobiManage

May 2016 - Present

Scottsdale, AZ

- Owned and managed the development, R&D, testing, strategy, pricing, documentation and standards for a suite products including websites, mobile apps, digital displays, and touch screen kiosks.
- Responsible for the overall marketing strategy, planning, and execution plus the renaming and rebranding of the company (WIP) and documentation of marketing standards.
- Assisted with the setup of new sales systems and processes with Proposify and Pipedrive CRM

Marketing Director

Prescio Consulting

Dec 2014 – Jul 2015

Casa Grande, AZ

- Lead strategic direction for sales and marketing efforts including the evaluation and improvement of existing systems and processes.
- Managed company blog, content creation, prospecting and lead generation, social media marketing, and email marketing campaigns.
- Designed new company website, new logo, branding elements, and marketing materials.
- Established formal sales and marketing processes which lead to increased revenue and brand awareness.

Founder & CMO

Bitcorati.com (Sold: December 2014)

Sep 2013 – Nov 2014

Phoenix, AZ

- Launched startup in the Bitcoin/Blockchain space and was responsible for the initial idea, setup, management and go to market strategy. See ryancharleston.com/work/bitcorati for more details.
- Foresight and strategic investment resulted in a 1,000% ROI (September 2012 – September 2013).
- Achieved #1 trending spot on Hacker News (October 2013) resulting in 35,000 unique website visitors.
- Media appearances on 6 industry channels, attended 6 trade shows; guest speaker in Miami and New York.

Marketing Analyst

eBay Enterprise (Acquired by Radial, Inc.)

Nov 2011 – Nov 2014

Tempe, AZ

- Provided analytical and creative direction in role between marketing, sales, and development teams.
- Monitored lead generation efforts and sales pipeline while working with CRO to enforce sales protocols.
- Designed and executed marketing campaigns and managed Google Analytics reports.
- Supported a 45 person sales team with 20,000+ accounts in Salesforce.com and Excel.
- Marketing campaign strategies executed lead to 75% reduction in customer acquisition costs (cost-per-lead). See ryancharleston.com/work/ebay for more details.

Marketing & Sales Associate

Urban Realty

Aug 2005 – Feb 2010

Tempe, AZ

- Advisor to real estate clients on market conditions and pricing for urban real estate as a licensed Realtor.
- Produced feasibility studies on over \$1 billion in real estate developments for local developers.
- Built online real estate marketing website (UREV.net). Raised capital from 2 private investors. The project was profitable and led to the sale of over \$4 million in property during a real estate recession.

Senior Research Analyst

Hendricks & Partners (Acquired by Berkadia)

Aug 2005 – Feb 2008

Phoenix, AZ

- Produced national reports for multifamily real estate industry including the writing of national forecasts. Trained and coached entry-level researchers as a department lead.
- Responsible for developing brochures, presentations, and ad-hoc reports and analysis.
- Received 2 promotions and 2 pay raises during tenor with company; Employee of the Month (June 2007).
- Assisted brokers in the sale of over \$200 million worth in multifamily real estate assets (2005 – 2007).

EDUCATION

Arizona State University

May 2005

Tempe, AZ

- Bachelor of Science, Business Administration – Real Estate
- Certificate – Small Business & Entrepreneurship
- 3.25 GPA

Orange Coast College

Dec 2002

Costa Mesa, CA

- Associates Degree, Business Administration
- 3.42 GPA

High-Tech Institute

Dec 1998

Tempe, AZ

- Associates Degree, Architectural/CAD Drafting
- 4.0 GPA (Top 10) (3rd overall) (perfect attendance)
- Certified Draftsman Certificate

CORE COMPETENCIES

- Product Management
- Digital Marketing
- Mockup Design & UI/UX
- Sales & Business Development
- Business Strategy & Planning
- Presentations & Reporting
- Management & Organization
- Research & Analytics
- Innovation & Ideation

PROFICIENCIES

- Office (Excel, Word, PowerPoint)
- SFDC, Zoho, and Pipedrive CRM
- Facebook & LinkedIn Advertising
- Adobe (Illustrator, Photoshop)
- Google Analytics & AdWords
- Hootsuite & Buffer
- WordPress (HTML, CSS)
- MailChimp & Proposify
- Camtasia Studio