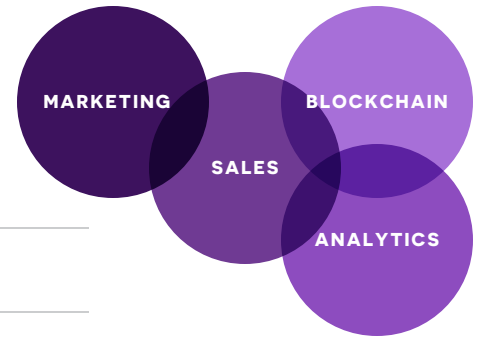




RYAN CHARLESTON

DIGITAL MARKETING & SALES EXECUTIVE

Email : info@ryancharleston.com
Social: www.linkedin.com/in/ryancharleston



RECENT EXPERIENCE

BUSINESS DEVELOPMENT & MARKETING DIRECTOR

BLOCKCHAIN

2019.SEP - NOV • Polyient Labs • Phoenix, AZ

- Helped launch blockchain startup incubator (focused on funding EOS blockchain projects)
- Built and customized Pipedrive CRM and trained team on sales pipeline and sales protocols
- Assisted with sales enablement and business development efforts for funding blockchain startups
- Developed marketing strategies and assisted with social media marketing and community growth

SOCIAL MEDIA MANAGER & MARKETING ANALYST

BLOCKCHAIN

2017.AUG - 2018.JUL • Sweetbridge • Phoenix, AZ

- Lead the creation of marketing content and its distribution through social media channels
- Managed Mailchimp email marketing and Facebook Advertising campaigns
- Built and customized Pipedrive CRM instance and trained sales team on CRM and sales protocols
- Managed digital marketing analytics, community growth and marketing automation strategies

PRODUCT MARKETING MANAGER

MARKETING

2016.MAY - 2017.JUN • Omniex (formerly mobiManage) • Phoenix, AZ

- Managed product development cycle, documentation, pricing and SOPs for suite of digital marketing products including websites, mobile apps, digital displays, and touch screen kiosks
- Responsible for the overall marketing strategy, planning, and execution of marketing standards
- Renamed and rebranded the company, including design of a new logo, infographics, and reports
- Built and maintained sales enablement systems and processes in Proposify and Pipedrive CRM

SALES & MARKETING MANAGER

FINTECH

2014.DEC - 2015.JUL • Prescio Consulting • Casa Grande, AZ

- Lead strategic direction of sales and marketing and upgraded existing systems which helped the firm generate more leads and increase revenue
- Built and managed company blog, content creation and distribution, prospecting, lead generation, social media and email marketing campaigns
- Designed new company website, new logo, branding and marketing materials

FOUNDER/CEO

BLOCKCHAIN

2013.MAR - 2014.NOV • Bitcorati (Sold in 2014) • Phoenix, AZ

- Developed initial startup idea, business and marketing plan, and established Delaware C-Corp
- Designed and built website and all branding and marketing materials
- Achieved #1 trending spot on Hacker News (October 2013) resulting in 35,000 unique visitors
- Attracted global exposure through 7 industry publications
- Attended 6 Bitcoin conferences; guest speaker at Bitcoin conferences in Miami and New York
- Published 2 YouTube video series on Bitcoin thought leadership and blockchain entrepreneurs

MARKETING ANALYST

ADTECH

2011.NOV - 2013.SEP • eBay Enterprise (Acquired by Rakuten) • Tempe, AZ

- Managed lead generation efforts and sales pipeline, worked with CRO to enforce sales protocols
- Designed and executed marketing campaigns and managed Google Analytics reporting
- Supported a 45-person sales team with 20k+ accounts in Salesforce and Excel
- Marketing strategies lead to 75% reduction in customer acquisition costs (cost-per-lead)
- Developed competitive analysis wiki that was used by sales team to optimize their sales pitches

ABOUT ME

Digital marketing and sales professional with a diverse background across multiple industries. Demonstrating a unique balance of technical and creative talent. Entrepreneur with a passion for innovative and creative uses of technology that drive efficiencies, growth and progress within organizations.

COMPETENCIES

| | |
|--------------------|------------|
| Marketing Strategy | ██████████ |
| CRM Admin / SaaS | ██████████ |
| Sales Enablement | ██████████ |
| Sales Strategy | ██████████ |
| Analytics | ██████████ |
| Content Marketing | ██████████ |
| Social Media | ██████████ |
| Lead Generation | ██████████ |
| Trendspotting | ██████████ |
| Creative Thinking | ██████████ |

EDUCATION

Arizona State University

2003.JAN - 2005.MAY
Tempe, AZ

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

Orange Coast College

1999.JAN - 2002.DEC
Costa Mesa, CA

- Associates Degree, Business Administration

High Tech Institute

1997.SEP - 1998.NOV
Phoenix, AZ

- Associates Degree Architectural/CAD Drafting