

# Ryan Newman

Digital Marketing & Design

720-586-0299

Ryannewman.pro

linkedin.com/in/ryannewmanpro/

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## WORK EXPERIENCE

### UNIFYD Healing

2024 - Present

#### Digital Marketing Director

Led Global Digital Marketing & Advertising Strategy for a network of 400+ wellness centers worldwide, driving both brand awareness and local demand generation through PPC Meta and Google ad campaigns. Developed and executed hyper-local SEO strategies leveraging search and social advertising to maximize engagement and conversion.

- Optimized lead management on High Level CRM
- Managed SEM for 36 local centers across North America
- Established location-based email automations and marketing campaigns
- Launched hundreds of successful organic social media campaigns

### Chauvet Lighting

2022 - 2024

#### Senior Digital Manager

Successfully managed multiple brand websites with Salesforce and WooCommerce integration for a global lighting manufacturer. Designed high-impact WordPress websites used to launch multi-million dollar ad campaigns.

- Managed SEO for five flagship sites, boosting organic traffic by 35%
- Implemented email marketing strategies for new products via MailChimp
- Generated image and video assets for social media advertising

### Strive Health

2020 - 2021

#### Senior Digital Marketing Specialist

Developed a full strategic digital marketing strategy for a national kidney care and dialysis provider. Collaborated with key executives to garner the business and investment of companies like Humana and Google.

- Led an SEO campaign that improved domain authority and Google page rank, increasing organic traffic by 241%
- Generated Sales Qualified Leads at 7x the rate of previous ads via LinkedIn ad campaigns
- Implemented comprehensive email marketing campaigns

iVelocity Marketing 2014 - 2020	<b>Marketing Manager / Designer</b> Managed paid ads for a portfolio of 100+ independently owned chiropractic and functional medicine centers, driving patient acquisition and establishing scalable marketing standards. Launched hundreds of websites on Wordpress and integrated a CRM to manage leads. <ul style="list-style-type: none"> <li>• Managed hundreds of B2C new-patient campaigns across Meta (Facebook/Instagram) and Google Ads</li> <li>• Built optimized landing pages to maximize conversion and lead quality</li> <li>• Designed automated workflows integrated with HighLevel CRM</li> </ul>
Custom Earth Promos 2009 - 2014	<b>Marketing Manager / Designer</b> Directed UX/UI design for a sustainable e-commerce startup. Designed and multiple WordPress websites. Managed a blended team of 4 in-house employees and 12 remote contractors, driving innovation and operational efficiency. <ul style="list-style-type: none"> <li>• Scaled the company from startup to multi-million-dollar revenue, through strategic digital marketing initiatives</li> <li>• Developed detailed market profiles to attract and retain client base</li> <li>• Designed custom product prototypes tailored to specific client needs</li> </ul>
Education 2001 - 2005	<b>Florida Atlantic University</b> BFA Computer Arts & Animation

SKILLS	PLATFORMS	PROGRAMS
PPC	WordPress	Adobe Suite
SEO	Shopify	Canva
SEM	MailChimp	Final Cut Pro
Email Automation	Klaviyo	Midjourney
UX / UI Design	Wix	Kling
Social Media Marketing	Hubspot	Runway
AI Asset Generation	Squarespace	Blender 3d
Creative Ad Design	Webflow	
CRM Management	Meta Business Manager	
Ecommerce Management	Google Analytics & Ads	