

# Ryanne Ross

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Results-driven creative professional experienced in intersecting strategy, design, and technology. Skilled in content creation, web development, and community engagement. Proven track record of delivering high-quality promotional content, leading creative teams, and executing strategic marketing initiatives. Passionate about delivering impactful solutions and enhancing online presence.

## Skills

- Web Design & Development
- Analytics Tracking & Strategy
- Branding & Content Creation
- Adobe Creative Suite
- Video Production & Editing
- Project Management & Collaboration

## Tools

**Creative Production**

- HTML, CSS, JavaScript, PHP, Zapier
- Figma, Photoshop, InDesign, Illustrator, Premiere Pro, After Effects

**Coordination**

- Trello, Slack, Notion, Airtable

## Professional Experience

### Brand Experience Systems Engineer

Various Clients — April 2020 - Present

- Collaborate with clients to develop cohesive brand identities, ensuring alignment with business goals and audience needs.
- Build custom websites & production systems, enabling seamless user experiences that drive conversions and engagement.
- Conceptualize and execute print or web-ready content to boost brand awareness, engagement, and retention.
- Lead creative direction for influencer marketing campaigns, resulting in increased brand visibility and engagement for clients with large followings (1M+ followers, garnered 40M+ viewers from productions).

### Publicity/Press & Media Coordinator

Goldenvoice AEG - Coachella & Stagecoach — March 2022 - May 2022

- Managed press/media passes and coordinated ticketing for high-profile events such as Coachella and Stagecoach, ensuring seamless media coverage and brand representation.
- Worked directly with press staff to create strategic media outreach, enhancing the visibility of the event and driving engagement across multiple channels.
- Provided on-the-ground support during events to ensure smooth execution, increasing press interactions and brand presence.

### Web/Brand/UX Designer, Portal Consultant

HBO Max — November 2021 - March 2022

- Designed and launched an intranet portal for the Program Management Office, improving internal communication and resource accessibility for the team.
- Developed brand identity guidelines and visual assets to ensure consistent branding across digital touchpoints, enhancing the internal and external customer experience.
- Collaborated with a global team to track performance metrics and ensure milestones were met, optimizing processes to improve team efficiency.

**Film Exhibition Manager & Motion Graphics Designer**

*Isla Vista Arts* — December 2018 - June 2020

- Led the design and execution of promotional materials for weekly movie screenings, ensuring high-quality visual assets that attracted and engaged over 200 attendees per screening.
- Managed a team of 25+ members, ensuring marketing and promotional efforts were on-brand and aligned with community outreach goals.
- Created engaging content for social media campaigns, driving awareness and attendance at events.

**Editorial Intern & SEO Specialist**

*Queensland Magazines* — August 2019 - November 2019

- Wrote articles, profiles, and event reviews while ensuring adherence to SEO best practices to improve article rankings on search engines. Published author in the physical magazine.
- Uploaded content to the website and optimized articles for SEO, increasing site visibility and organic search traffic.
- Created and scheduled content for Facebook and Instagram using Hootsuite, helping to expand the magazine's social media reach and engagement.
- Assisted the lead graphic designer with layout creation in Adobe CC, maintaining a consistent visual identity for the magazine.

**Commissioner**

*Campus Entertainment, UCSB ASPB* — May 2018 - June 2019

- Led a non-profit board of 23 officers, allocating a \$1M budget for event coordination
- Orchestrated all aspects of event planning from artist research to risk assessment, hospitality, etc. for large scale concerts and lectures with up to 12k capacity

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**Education****Luxury Industry Certificate - Creation & Branding, Client & Retail Experience**

*LVMH* — Fall 2025

**Women's Entrepreneurship Certificate Program**

*Cornell University* — November 2022

**User Experience Design Immersive Certificate**

*General Assembly* — Fall 2020

**Bachelor of Arts in Communication**

*University of California, Santa Barbara* — Graduated: 2020

*University of Queensland, Australia* — Fall 2019

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