



RYAN MICHAEL JOHNSON

CREATIVE DIRECTOR | BRAND DEVELOPMENT | CREATIVE LEADERSHIP | STRATEGIC PLANNING

CONTACT

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Denver, Colorado

KEY ACHIEVEMENTS

- Brand Value Increase**
Translated average 110% increase in client brand value into revenue through innovative brand & creative strategy implementation.
- Successful Team Expansion**
Integrated processes that grew teams from 12 to 23 and from 1 to 5, by enhancing creative team leadership and project efficiency.
- Business Growth**
Secured over \$50 million in new business by leveraging brand creative strategy during client pitches.

EDUCATION

Miami Ad School
Copywriting Track
Minneapolis, Minnesota

Saint John's University
Bachelor of Arts, English
Collegeville, Minnesota Date period

AWARDS

- Webby Awards**
Bronze | Social Media Campaign

ABOUT ME

Creative professional with over 20 years of experience in brand development and 15 years in creative leadership. Expert in creative strategy and campaign execution. Key achievements include translating an average 110% increase in client brand value into revenue and securing over \$25 million in business through leveraging brand creative strategy in client pitches. Seeking a Creative Director position at Anthropic, where brand development and creative leadership skills will be brought to support the mission of creating modular storytelling platforms that sell Anthropic's reliable, interpretable, and steerable AI systems and driving revenue for enterprise sales teams.

EXPERIENCE

defyThemAll Denver, Colorado
Founder & CEO 03/2015 - Present

- Established _defyThemAll, growing the agency from \$0 to \$1.5MM annual revenue by leading sales and marketing strategies.
- Increased agency size from 1 to 5 full-time employees by managing recruitment and team development.
- Translated 110% average increase in client brand value into increased client revenue by managing C-Level stakeholders through development and launch of innovative marketing campaigns.
- Influenced industry and clients through keynote speeches and represented defyThemAll at regional and national industry conferences, enhancing brand presence.
- Inspired and mentored copywriters, art directors, producers, project managers and client relations professionals.

Vladimir Jones Denver, Colorado
Executive Creative Director 06/2008 - 03/2015

- Led a creative team of 23 professionals, enhancing cross-functional collaboration and project delivery.
- Directed strategic outputs across creative, digital, and production teams, resulting in YoY average 33% increase in client satisfaction and multiple industry awards.
- Contributed to securing over \$50 million in new business by collaborating with executives on pitches and client engagement.
- Oversaw department budgets with a tight P/L, managing paid media plans exceeding \$18 million.



AWARDS

- **W3 Awards**
Platinum | Video Series
- **W3 Awards**
Best in Show | Video Campaign
- **Muse Creative Awards**
Platinum Award | Social Media Campaign
- **One Club for Creativity**
Bronze Pencil | Brand Campaign
- **One Club for Creativity Denver**
The Fifty
- **The Telly Awards**
Bronze | Brand Campaign
- **The Telly Awards**
Gold | Branding Campaign



EXPERIENCE

Doner

Detroit, Michigan

Copywriter

10/2004 - 06/2008

- Wrote and designed regional and national award-winning conceptual advertising.
- Helped grow agency billings to \$2.2B annually by contributing to new business efforts with strategic campaigns.
- Managed production across 25+ projects from concept to post-production, ensuring timely and quality delivery.
- Developed dozens of produced creative campaign concepts for Fortune 500 brands, enhancing client engagement and brand visibility.
- Pitched creative work to internal and external clients, driving project approvals and brand alignment.



FIND ME ONLINE

- **LinkedIn**
[ryanmjohnson](#)
- **_defyThemAll**
[defyThemAll.com](#)



SKILLS

Creative Leadership · Visionary · Public Speaking · Organizational Complexity · Relationship Management · Media Production · Collaboration · Creative Campaigns · Content Creation · Brand Development · Strategic Planning · Public Speaking · Content Creation · Campaign Development · Budget Management · Client Relationship Management · Team Leadership · Cross-functional Collaboration · Communication · Collaboration · Adaptability · Problem Solving · Conflict Resolution · Project Management