





RYAN PODESTA

THE ORIGINAL BRANDOLIER
CREATIVE DIRECTOR & COPYWRITER

CONTACT

-  732.814.6117
-  ryan.podesta@gmail
-  ryanpodesta.com
-  New York City Area

EDUCATION

PRATT INSTITUTE
digital arts, MFA
2008-2011

THE OHIO STATE UNIV.
art and tech, BFA
2005-2008

EXPERTISE



VIDEO SCRIPTING



ADOBE CREATIVE SUITE

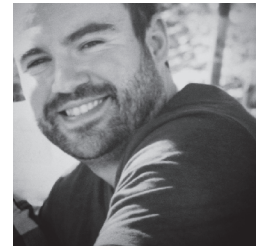


CONTENT STRATEGY

PROFILE

BRANDOLIER /BRÆNDƏLÍR/
noun [irreg. var. of brand marketer]

- creative** business branding partner
- original** content strategy and art direction
- leader** of creative processes and teams
- inspiring** let's not be "so serious"
- lover** of tea, ice hockey, and painting



EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR /1 YEAR/
Munich Re America

- supported** the brand director with creative and project management
- managed** timelines for video concepts from kickoff to final release
- supervised** external ad agency in videography and brand direction
- developed** creative briefs to optimize process and client direction
- created** video scripts, web copy, industry articles, and print materials
- optimized** content for strategic impact and brand guideline adherence
- collaborated** with c-suite clients, marketing managers, and art directors
- pitched** video concepts and content organization to c-suite executives

LEAD COPYWRITER /3 YEARS/

JPMorgan Chase • Asurion Insurance • Meredith Marketing
Clients: JPMorgan, Chase, Verizon, AT&T, Comcast, Ford, Lincoln, BMW

- developed** copy templates to match strategies to client demands
- created** content for video scripts, web copy, social posts, and print
- collaborated** with designers and writers to marry content and visuals
- copyedited** and proofread written work by clients and junior writers

FREELANCE COPYWRITER /4 YEARS/

Turner Broadcasting • John Wiley & Sons • Source Comm • Ritta Marketing
Clients: Adult Swim, truTV, BMW, Mini Cooper, NJ Lottery, For Dummies

- created** 360 campaigns, video scripts, presentations, and brochures
- wrote** engaging copy reflecting each clients' brand and style standards
- optimized** digital copy for SEO engagement and improved sales
- balanced** high volume workloads and projects with multiple clientele

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