



Ryan Wofford

Digital Brand Strategist / Social Being



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Seasoned **strategic digital marketing leader** with **over a 15 years of agency and start-up experience**, delivering measurable results for *Fortune 500* companies and small businesses alike.

Early adopter of cutting edge technologies and social platforms. Creative and analytical, with diverse, battle-tested experience touching many different industries, including:

- Wine and Spirits
- Consumer Packaged Goods
- Food and Beverage
- Sports Marketing and Sponsorship Activation
- Automotive
- Travel and Tourism
- Entertainment and Electronics
- Software-as-a-Service (SaaS) and Cloud Computing
- eCommerce and Retail
- Supply Chain
- Government
- Healthcare
- Non-profit entities



SPECIALTIES

Social & Digital Strategy

Leadership

Creative Technology

Brand Strategy & Planning

Innovation

Client Relations

Communications & Content Strategy

Business Development & Analysis

Project Management

EXPERIENCE

Mastermind Involvement Marketing **Vice President, Strategy : January 2015 - Current**

I lead strategic planning across a variety of disciplines, including brand strategy and communications, UX, analytics, as well as social and digital strategy. We focus on audience-based social and digital activation. We call it Involvement Marketing – engaging audiences with branded content in ways that increase sales and ROI.

I develop and lead customer experience and digital user journey mapping techniques for clients, including use of cutting edge research technology. I provide thought leadership for our agency & clients. I also help develop and mentor talent across account service and creative, as well as deliver new clients through working with executive leadership.

Clients and pitch highlights: *Bayer Crop Science, Bayer Animal Health, Citi, Georgia Natural Gas, Harman, MedMira, South University*

ryan wofford, experienced strategic digital marketer | ryanwofford.com | 678.613.5002



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BFG Communications

Sr. Director of Digital Strategy : August 2013 - September 2014

Directed digital and social strategic planning for all clients. Led and grew teams of content strategists and creators, social media community managers, UX strategists and designers. Delivered new clients through working with business development teams.

Clients and pitch highlights: *Treasury Wine Estates (Chateau St. Jean, Lindeman's, Beringer, Rosemount), Campari America (SKYY Vodka and Infusions, Espolón Tequila, Wild Turkey American Honey, Aperol), Snyder's-Lance brands (Snyders of Hanover, Cape Cod Chips, Lance Bolds, Quito's, EatSmart Snacks), South Carolina Parks and Rec Tourism, Whirlpool (EveryDrop, Affresh), The Coca-Cola Company (Mello Yello, Surge), Dr. Oetker, Ace Hardware, Delta*

MELT, Llc.

Director of Digital and Social Media : October 2011 - July 2013

Led the Digital and Social Media business for MELT, developed and executed projects for some of the leading global consumer brands, major sports and collegiate properties, such as SEC and ACC Football, NCAA Final Four, and more.

Client roster highlights: *The Coca-Cola Company (Coke Zero, Powerade), Gulf Shores and Orange Beach Tourism Board, PrimeSport, the Southeastern Conference, the Atlantic Coast Conference*

Deposco, Inc.

Director of Marketing : February 2010 - September 2011

Developed and executed a marketing strategy that increased sales pipeline, brand awareness, and positioned the company as a thought leader and a leading provider of cloud-based solutions in the software-as-a-service (SaaS) supply chain execution space. Challenges included: no SEO visibility, limited marketing budget, complex and lengthy sales process, and no historical data on previous marketing programs.

Client roster highlights: *Bank of America, The Cosmopolitan Resort and Casino LV, Cheap Cycle Parts, SC Sports*

Trend Influence (a KBS+P Partner)

Director of Professional Services : AppTheory and TrendCRM : June 2008 – January 2010

Led a team of talented Solutions Architects, Developers and Project Managers (including published authors and leaders within the core .Net community), to help clients achieve business goals using software and application development solution set. Ran TrendCRM, Trend's online community and customer relationship marketing division.

Client roster highlights: *University of Pittsburgh Medical Center, American Society of Newspaper Editors, Blue Sombbrero, Srixon / Cleveland Golf, Atlanta Botanical Garden*

Trend Influence (a MDC Partners Company)

Project Manager, Manager of Community Systems : Trend Influence and TrendCRM : October 2000 – May 2008

Worked as Project Manager for all business development efforts, managed all existing projects to help clients achieve brand and product innovation through ethnographic and quantitative research and lifestyle marketing.



Ran TrendCRM, as a Manager of Community Systems, and Umix.net in 6 markets across the US.

Client roster highlights: *Coca-Cola, Unilever, General Mills, Toyota Motor Sales, LG Electronics, Absolut Spirits, Navistar, Universal Technical Institute, SRI / Srixon Sports, Atlanta Community Food Bank*

Full employment history available upon request, or visit <http://www.linkedin.com/in/ryanwofford>



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EDUCATION AND CERTIFICATIONS

Auburn University

BS in Business Administration (International Marketing)

Studies in French, Architecture, Industrial Design, Business, Marketing
1992 – 1996



Wine and Spirits Education Trust

Level 1 and Level 2 Certification

Studies in wine and spirits
2012-2013



HOBBIES

Certified wine snob who enjoys food and drink, film, photography, writing, DJing and underground dance music culture, skateboard culture, exploring technology, and developing websites and social media properties to support various hobbies.



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REFERENCES

John Harne, Director of Strategy at BFG Communications

"Ryan is an excellent strategist and an expert in digital campaign direction. I worked with him on several key client projects where he lead the digital strategy and media concepts, as well as creating the KPIs and objectives for success. His ability to apply his insights to digital, experiential and social media was key to success with several high profile campaigns."
Sep 25, 2014

Ralph Widmaier, Executive Vice President, Deposco (colleague)
managed Ryan

"It is rare to find marketing talent with exemplary administrative, creative and execution capabilities who can fulfill both strategic and tactical marketing roles. Ryan fulfilled both for me at Deposco, a small technology start-up. Ryan served as the administrator for our Salesforce.com, Jigsaw and Pardot Marketing Automation systems and single-handedly managed the rewrite of our go-to-market website and implemented our LinkedIn page when we rebranded our company in 2010. Ryan crafted astonishingly powerful SEO-laced copy for our website, blogs and landing pages as well as emotional, thought provoking, segmented outbound e-mails for our drip marketing campaigns which ultimately drove highly qualified leads to our website. Ryan's efforts generated massive results for our sales pipeline which led to growing our recurring revenue line from under \$100,000 year to over \$1M in just 16 months helping generate sales at The Cosmopolitan Resort and Casino, Bank of America, K2 Motors and Avcor to name a few. Ryan has a great work ethic and can be counted on to deliver results." July 28, 2011

Brooke Michelsen (client)

Brooke hired Ryan as a Business Consultant in 2004
Top qualities: Great Results, Personable, Expert

"I've been working with Ryan for several years now as he is my main contact at AppTheory. He is always eager to help with any our needs from small to large. I depend on Ryan's expertise for running our online community efficiently and growing it. Ryan is extremely knowledgeable about online communities and relationship building and I know our online community is successful because of him." August 13, 2009

Richard Leslie, President and Chief of Innovation and Strategy, Trend Influence (colleague)
managed Ryan indirectly

"I have enjoyed my years in the trenches with Ryan. He is a talented colleague, a good friend, and a unique and enlightened person. I cannot say enough good about him so I will stop here." February 6, 2009

Jeff Duvall, Founder and CEO, Forward 100 (business partner)
was with another company when working with Ryan

"I have had the pleasure of working with Ryan across dozens of projects at Trend Influence. I am always impressed with Ryan's amazing ability to have full awareness of the different needs, issues, milestones and needed actions relating to multiple concurrent projects. He possess a great attitude, high intelligence and a calming presence. I wish I had his gifts. In terms of handling stressful situations, Ryan reminds me a lot of Ed Harris' "NASA Control Expert" character in Apollo 13 and the "operator" character in "The Matrix". He makes complex situations understandable and actionable, while remaining calm, cool and collect throughout. A pleasure to work with." August 26, 2009

more reference available upon request