

# Ryan Wofford

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## Professional Summary

Dynamic marketing leader with 20+ years of experience delivering measurable results for Fortune 500 companies, startups, small businesses, and nonprofits. Expertise in insights-driven strategy, team leadership, and leveraging culture and creativity to enhance brand visibility, engagement, and revenue growth. Skilled in managing cross-functional teams and navigating highly regulated industries including agriculture, animal health, consumer health, financial services, energy, wine & spirits, and more.

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## Key Expertise & Strategic Skills

**Brand & Content Strategy:** Driving brand growth through strategic planning and creative campaigns.

**Client & Stakeholder Engagement:** Building lasting relationships and managing cross-functional teams.

**Corporate Communications & Reputation:** Leading crisis planning, messaging, and executive visibility.

**Regulatory Compliance & Risk Management:** Expertise in ISI, adverse event monitoring, and reporting.

**Data-Driven Marketing & Analytics:** Leveraging analytics for performance marketing and decision-making.

**Innovation & Emerging Technologies:** Utilizing creative tech to enhance visibility and impact.

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## Professional Experience

### Vice President, Strategy

#### Mastermind Marketing | 2014 – Present

- Lead strategic planning across brand and corporate communications, UX, analytics, and social, digital, and creative strategies.
- Develop audience- and data-driven social and digital activation programs using content marketing, influencer partnerships, and online shopper marketing to drive awareness, reputation, sales, and ROI.
- Partner with B2B and B2C companies across diverse industries and audiences, including agriculture, animal health, financial services, consumer health, radiology, and energy.

**Key Achievements:**

- Directed social/digital strategy for one of the largest corporate mergers in history (Bayer/Monsanto).
- Led award-winning corporate social responsibility, corporate communications, and animal health campaigns.
- Launched first-in-category social accounts and influencer campaigns for industry-leading brands.

**Client Highlights:** Bayer (Global & US Corporate Communications, Crop Science, Radiology, Consumer Health, Animal Health), Elanco Animal Health, Westinghouse Nuclear, Citi, and more.

**Senior Director of Digital Strategy****BFG Communications (now 9Rooftops) | 2013 – 2014**

- Led digital and social strategies for diverse industries, delivering campaigns and experiences that drove engagement and revenue growth.
- Managed cross-functional teams, including content strategists, UX designers, and social media managers, to execute high-impact campaigns.
- Collaborated with sales teams to develop compelling pitch strategies, securing new business opportunities.

**Key Achievements:**

- Directed award-winning tourism campaigns and launched widely popular spirits brands.
- Led strategies for breakthrough brand partnerships and influencer collaborations for major spirits brands.
- Spearheaded new consumer product launches, re-launched cult classic brand Surge

**Client Highlights:** Chateau St. Jean, Lindeman's, Beringer, Rosemount, SKYY Vodka, Espolòn Tequila, Wild Turkey American Honey, Aperol, Camel, American Spirit, Snyder's-Lance brands, South Carolina Parks and Rec Tourism, Whirlpool (EveryDrop, Affresh), Mello Yello, Surge

**Director of Digital and Social Media****MELT, LLC | 2011 – 2013**

- Developed and executed digital strategies for global brands, sports properties, and major events.
- Led social media initiatives for high-profile campaigns, including NCAA Final Four, SEC Football, and Coca-Cola's Coke Zero and Powerade brands.

**Key Achievements:**

- Award-winning brand activations grew brand awareness by 30% through integrated campaigns and real-time event activation.

**Client roster highlights:** Coke Zero, Powerade, Gulf Shores and Orange Beach Tourism Board, PrimeSport, the Southeastern Conference (SEC), the Atlantic Coast Conference (ACC)

Shortened for brevity. Visit LinkedIn for [full detailed Experience list](#).

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## Education & Certifications

- **Auburn University:** BS in Business Administration (International Marketing)
  - **Wine & Spirits Education Trust (WSET):** Levels 1 & 2 Certification
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## Technical Proficiencies

Just some of the tools I use, or have used, throughout recent years

- **Marketing Tools:** Meta Business, MailChimp, Sprout Social, Grammarly, Sprinklr, Khoros, Hubspot, Salesforce, Pardot
  - **Design/UX:** Adobe Creative Suite, Canva, Balsamiq
  - **eCommerce Platforms:** WordPress, Shopify, Amazon Seller, eBay
  - **Analytics & AI:** Tableau, Google Analytics, ChatGPT, ElevenLabs (voice generator), Zapier (automation), DALL-E 3, Firefly, Midjourney
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## Interests

Over 25 years as DJ / podcaster and vinyl collector, dog lover, photography, certified wine enthusiast & collector, tech & AI explorer, and advocate of street culture and underground music.

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## References

Available upon request.