

Ryan Wofford

wofford.ryan@gmail.com | 678.613.5002 | [LinkedIn](#) | [RyanWofford.com](#)

Professional Summary

Dynamic marketing leader with 20+ years of experience in integrated marketing, brand strategy, and digital innovation for Fortune 500 companies, startups, and nonprofits. Proven track record in developing **omnichannel, data-driven campaigns and go-to-market strategies** that enhance **brand visibility, engagement, and revenue growth**. Skilled in leveraging **consumer insights, creative storytelling, and AI-driven tools** while **leading cross-functional teams** to drive market differentiation and measurable results. Adept at navigating **highly regulated industries** including agriculture, animal health, consumer health, financial services, energy, wine & spirits, and more.

Key Expertise & Strategic Skills

- **Brand Strategy & Positioning:** Driving brand growth through strategic planning, consumer insights, and innovative creative campaigns.
- **Integrated Marketing & Communications:** Expertise in omnichannel marketing, corporate storytelling, CSR, and brand narrative development.
- **Data-Driven Decision Making & Analytics:** Utilizing advanced analytics and KPI tracking to optimize campaign performance and ROI.
- **Cross-Functional Leadership:** Leading high-performing teams and collaborating with stakeholders across digital, creative, and product functions.
- **Go-To-Market Strategy & Execution:** Developing and executing comprehensive GTM strategies to launch and scale brands.
- **AI & Emerging Technologies:** Leveraging AI tools to drive innovation, streamline workflows, and enhance ideation and content production.

Professional Experience

Vice President, Strategy

Mastermind Marketing | 2014 – Present

- Lead integrated brand and corporate communications strategies across digital, social, and creative platforms.
- Developed and executed multi-season, data-driven social and digital activation programs that increased brand awareness and ROI.
- Spearheaded AI-driven content ideation and production processes, enhancing speed-to-market without sacrificing creativity.
- Directed strategic initiatives for both B2B and B2C clients in industries including agriculture, animal health, financial services, consumer health, radiology, and energy.

Key Achievements:

- Directed the social/digital strategy for one of the largest global corporate mergers (Bayer/Monsanto)
- Launched first-in-category social accounts and influencer campaigns that set new industry benchmarks.
- Developed award-winning CSR and corporate communications campaigns recognized for innovation and impact.

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**

- Managed digital and social strategies to drive engagement and growth across diverse industries.
- Oversaw cross-functional teams—including content strategists, UX designers, and social media managers—to deliver high-impact integrated marketing campaigns.
- Collaborated with leadership and business development to develop compelling pitch strategies and secure new business.

Key Achievements:

- Directed award-winning tourism campaigns and established breakthrough brand partnerships and influencer collaborations for major spirits brands
- Spearheaded insight-driven new consumer product launches and re-launched a cult classic brand

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 activation strategies for global brands, sports properties, and major events.
- Led social media initiatives for high-profile experiential campaigns that significantly boosted brand awareness and consumer engagement, including Coke Zero and Powerade.

Key Achievements:

- Executed award-winning brand activations that increased social engagement by 30%.
- Managed digital campaigns for high-profile sports events delivering measurable results.

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

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

Technical Proficiencies

- **Marketing & Analytics:** Meta Business, MailChimp, Sprout Social, Sprinklr, Yogi, HubSpot, Salesforce, Pardot, Google Analytics, Tableau.
- **Design/UX & eCommerce:** Adobe Creative Suite, Canva, WordPress, Shopify, Amazon Seller, eBay.
- **AI & Automation:** ChatGPT, ElevenLabs, Zapier, DALL-E 3, Firefly, Midjourney.

Education & Certifications

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

References

Available upon request.