



RYAN JOHNSON

Marketing & Creative Specialist

[ryanjohnson.bio](#) ryan@ryan.solutions • Remote-Ready

PROFESSIONAL SUMMARY

Results-driven digital marketer with 7+ years of experience blending creative strategy with performance-focused execution. Proven track record spanning email automation, brand identity, website management, and conversion-optimized campaign design across healthcare, cybersecurity, and media sectors. Adept at building scalable marketing systems independently, from concept through delivery. Navy veteran who brings disciplined, high-accountability work habits to every remote engagement.

EXPERIENCE

Florida Society of Clinical Oncology | *Digital Marketing & Creative Specialist* | Aug 2025 – Apr 2026

- Owned end-to-end creative production for multi-channel campaigns and events – digital, print, and web.
- Designed and managed weekly email newsletters and automated campaigns, maintaining high deliverability and engagement.
- Managed and updated the organization's WordPress website, ensuring brand consistency and accurate content.
- Developed visual brand collateral to support oncology conferences and member communications.

Resilience Media | *Email & Automation Specialist* | 2019 – 2022

- Architected and executed high-volume email campaigns and drip sequences, driving measurable improvements in lead generation and funnel conversion.
- Designed conversion-optimized landing pages and funnel assets, blending copywriting strategy with visual design.
- Built and maintained marketing automation workflows that scaled campaign operations without scaling headcount.
- Collaborated cross-functionally to align creative output with growth KPIs and brand standards.

Mile2 Cybersecurity | *Marketing Specialist* | 2016 – 2018

- Led a full website redesign – improved UX, messaging clarity, and on-page SEO across core product pages.
- Produced marketing collateral (digital + print) to support product launches and lead generation campaigns.
- Planned and executed email campaigns targeting cybersecurity professionals, increasing engagement and conversions.

Timesaver Fitness | *Personal Trainer* | 2022 – 2023

- Completed 1,000+ personalized client sessions with a focus on form, progression, and long-term retention.
- Delivered tailored nutrition and fitness guidance for a predominantly senior client base.

United States Navy | *Aviation Support Equipment Technician* | 2005 – 2010

- Maintained mission-critical aviation equipment under strict safety and quality standards.
- Developed the discipline, accountability, and high-performance work ethic that underpins every professional role since

CORE SKILLS

Campaign & Strategy: Digital marketing strategy, campaign planning & execution, lead generation, funnel support, CRO

Email & Automation: Campaign builds, drip flows, template design, marketing automation & workflow architecture

Design & Creative: Brand identity, graphic design (digital + print), visual direction, template systems & scalable asset production

Web: WordPress, Shopify, WooCommerce, HTML, landing page design, e-commerce builds

Content & Copy: Content strategy, SEO (on-page), headline & CTA optimization, messaging hierarchy

Paid & Social: Meta/Google ad creative, social media content strategy

Analytics & Tools: Google Analytics (KPI-focused), performance tracking, AI prompt engineering for content & design acceleration

EDUCATION

Full Sail University | 2016 – 2020

Bachelor of Science, Internet Marketing