

RYAN WALTZ

Asking “too many questions” has always been my M.O. I’m a *strategist* who uses my background in innovative technology to meet people where they are.

Johnson & Johnson
NEW YORK, NY

Insights & Experience Strategy Intern

SUMMER 2021

I conducted research synthesis, created a digital content strategy, and facilitated an internal workshop to uncover the science behind post-nasal drip.

Brands: Clean & Clear, Zyrtec, and Johnson’s Baby

What I learned: A strategist working at a design studio has to speak like a designer while being the voice of the consumer. It’s my new favorite language.

Shockoe
RICHMOND, VA

Marketing Specialist

MAY 2019 - MAY 2021

I made data-driven marketing decisions to support the brand and its clients. I monitored user behavior and lead gen. I created, managed, and analyzed the content strategy that supported sales initiatives.

What I learned: At a fast-paced startup driven by innovation, the best way to learn is to fail first.

Collabera
RICHMOND, VA

Account Manager

JUNE 2018 - MAY 2019

I worked for a staffing company where I worked to understand my clients’ needs in order to source, qualify, present and hire the best-matched solutions.

Clients: Capital One, Carmax, and Wells Fargo

What I learned: I could hold my own with Fortune 100 executives at the age of 22.

More Vang
ALEXANDRIA, VA

Production Intern

SUMMER 2017

My first exposure to advertising—I assisted on a new business pitch to a global confectionery company as the main photographer shooting a *lot* of candy bars.

What I learned: For the first time, I saw all of the pieces of a campaign fall into place.

EDUCATION

M.S. Strategy

VCU Brandcenter | 2022

B.A. Journalism & Spanish

Virginia Tech | 2018

Certificate of Iberian Studies

Universidad de Oviedo | 2016

SKILLS

Strategy: Creative Briefings, Journey Mapping, Market and Competitive Analysis, Ethnographic Interviews, Qualitative & Quantitative, Simmons
Technical: Figma, Adobe CC, Wordpress, SEMRush, Google Analytics

WHAT I LOVE

I love entrepreneurship.

I started, and still run, my own professional photography business while getting my undergrad degree.

I love “armchair anthropology.”

I’m fascinated by how people live in their space. Once, I interviewed a man at his rural home to see his 200+ typewriter collection in person. Spooky, but cool.

I love opposites.

Unexpected juxtapositions are my favorite. Like, when funny actors take on serious roles. (The Truman Show is a masterpiece, in my humble opinion)

CONTACT

www.ryan-waltz.com