

RYAN WALTZ

Asking “too many questions” has always been my M.O. I’m a *brand strategist* who uses my background in multimedia journalism to tell compelling stories....ones that can only be told by knowing what questions to ask.

The Martin Agency
RICHMOND, VA

Strategic Planner

JUNE 2022 - PRESENT

Using robust research methodologies and a knack for human insights, I develop brand and positioning strategies for some of the world’s leading brands.

Brands: OREO, TIAA, New Business

Highlights: Launched OREO’s most successful limited edition flavor campaign in the brand’s history. Won two Effie awards for TIAA.

What I’m learning: There is major genius in simplicity.

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 Analyses, Ethnographic Interviews, Focus Group Moderation, Qual & Quant Research, New Business Pitch Strategy

Technical: Figma, Adobe CC, Wordpress, SEMRush, Google Analytics, MRI Simmons, Pathmatics, Helixa, YouGov

AWARDS

Effie Awards - 2x winner / The Dre\$\$

Effie Awards - 1x shortlist / The Dre\$\$

One Show - 3x shortlist / The Dre\$\$

Clio - 1x shortlist / The Dre\$\$

ANDY - 1x shortlist / The Dre\$\$

Richmond Addys - 2x gold - The Dre\$\$

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

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