

RYAN WALTZ

Multidisciplinary strategist who has an obsession with understanding consumers well enough to figure out what they need — sometimes even before they realize it themselves.

EDUCATION

M.S. BUSINESS & BRAND STRATEGY

VCU Brandcenter

B.A. COMMUNICATIONS & SPANISH

Virginia Tech

AWARDS

EFFIE AWARDS - 2X WINNER
EFFIE AWARDS - 1X SHORTLIST
ONE SHOW - 3X SHORTLIST
CLIO - 1X SHORTLIST
ANDY - 1X SHORTLIST
RICHMOND ADDYS - 2X GOLD

SKILLS

Client Relationship Building
Creative Briefing
Creative Ideation
Cross-Functional Collaboration
Data-Driven Decision Making
Focus Group Moderation
Market Research & Analysis
New Business Pitch Strategy
Presentation Skills
Problem-Solving
Project Management
Strategic Planning
Team Relationship Building

Adobe CC
Figma
Google Analytics
Helixa
Kantar
Keynote
MS Office
MRI Simmons
Pathmatics
SEMRush
Wordpress
YouGov

CONTACT

RYANWALTZ625@GMAIL.COM
www.linkedin.com/in/ryan-waltz

BRAND STRATEGIST

JUN 2022 - PRESENT

The Martin Agency

Brands: OREO (Global and US), TIAA-CREF, Ritz, New Business

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

- Work closely with clients to develop, pitch, and execute effective marketing strategies.
- Plan, develop, implement and manage strategies designed to drive traffic and revenue, increase brand awareness and penetrate multiple consumer segments
- Conduct thorough research (competitive landscape, white space, cultural & industry trends, target audience segmentation) to inform innovative marketing strategies
- Utilize expertise of consumer insights tools to identify behavioral discrepancies between current audience and growth audience to identify profit-driving recommendations
- Oreo:
 - Owned strategy for Oreo Cakester's latest campaign including: conducting and analyzing qualitative research with third party vendors, tapping into culture to develop robust strategic territories, testing concepts through an iterative process, briefing creative teams, working with clients on channel distribution strategy and communications plan
 - Assisted in strategic concept and launch OREO's most successful limited edition cookie in the brand's 100+ year history
 - Strategist on OREO's first venture into the Metaverse: The Oreoverse
- TIAA
 - Owned strategic briefing and direction on TIAA's 2024 brand platform
 - Keep up to date on the evolving marketing and trend landscape as well as competitor activity and best practices through quarterly competitive analysis and insight generation in order to best understand account trajectory
 - Launched TIAA's largest brand activation in the company's history — The Dre\$\$, Fe Noel's closing design New York Fashion week

INSIGHTS & EXPERIENCE STRATEGIST

JUN 2021 - AUG 2021

Johnson & Johnson - Summer Residency

Brands: Clean & Clear, Zyrtec, JJU and Johnson's Baby

One of 10 selected from a field of over 1,000 applicants.

- Johnson's Baby:
 - Strategized sustainability initiatives on a cross-functional team
 - Developed an omni-channel engagement strategy that addressed cultural problems of ingredient transparency, sustainability, and social issues
 - Presented project to 80+ stakeholders across the organization
- Zyrtec:
 - Conducted market and landscape analyses, both for external competitive set and internal brand audit to identify marketing opportunities for the brand's latest product innovation
 - Developed a brand experience wheel to assess holistic omni-channel experience
 - Conducted competitive audit on sensate variances to best understand the human experience as it pertains to how to best communicate this product's value proposition
- Clean & Clear:
 - Assisted in the rebrand of the skincare company by creating a digital content strategy, identified new target audiences and crafted directive user personas
- JJU (Internal learning campus):
 - Crafted survey to be sent to all Johnson & Johnson employees that was built to identify barriers in education and internal growth in order to inform JJU's refined information architecture

MARKETING SPECIALIST

MAY 2019 - MAY 2021

Shockoe

- Proven track record of translating digital data into insights, recommendations and action
- Made data-driven marketing decisions to support the brand and its clients
- Monitored user behavior on the company's site and communicated with teams to track lead generation.
- Created, managed, and analyzed the internal content strategy that helped support and drive new business sales initiatives

ACCOUNT MANAGER

JUN 2018 - MAY 2019

Collabera

Clients: Capital One, Carmax, and Wells Fargo

- Built relationships with Fortune 100 executives, working closely and intentionally alongside them to understand their specific staffing needs in order to source, qualify, present, and hire the best-matched solutions