

# RYAN FLEISCHER

ryanfleischer.com

me@ryanfleischer.com / 518.368.7853

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## CREATIVE + MARKETING EXPERIENCE

### Art Director, Union of Concerned Scientists

*Boston, MA / October 2024 to Present*

- Oversee visual brand, refining and approving work from across the organization.
- Manage a team of designers and videographers.
- Lead media production for web, social media, and development.
- Provide and execute creative strategy for advocacy campaigns.

### Art Director, The Hoffman Agency

*Boston, MA / May 2022 to September 2024*

- Direct the development of social media assets, responsive websites, marketing collateral, and video content for diverse technology and software clients, boosting brand engagement.
- Supervise the operation of agency's global social media channels.
- Manage, delegate, and deliver feedback to other designers.
- Collaborate with clients and internal stakeholders to find creative solutions that support firm PR and marketing objectives.

### Social Media Content Creator, Trek Bicycle Corporation

*Madison, WI / February 2022 to May 2022*

- Crafted, animated, refined, and planned content for Trek's Instagram, Facebook, Pinterest, X, and LinkedIn channels.
- Broke the all-time weekly engagement record on Instagram.
- Advised brand managers across the organization to assist in campaign objectives and create content in-line with marketing, social, and community goals.

### Graphic Designer, ButcherBox

*Boston, MA / May 2020 to February 2022*

- Produced visual digital content on the marketing team, helping to double annual revenue year-over-year.
- Created stories and motion graphics for organic social and paid ads.
- Designed the company's first-ever social responsibility report.
- Managed design contractors when required for overflow work.
- Served on the DEI committee.

### Graphic Designer, iRobot

*Bedford, MA / January 2020 to May 2020*

- Created print and digital corporate communications material for company-wide distribution.
- Designed the company strategy guide, developed infographics, and branded internal corporate initiatives.

### Digital Marketing Co-op, New Balance Athletics, Inc.

*Brighton, MA / January 2019 to June 2019*

- Planned social media content calendar on digital marketing team.
- Assembled, animated, and edited digital assets.
- Tracked engagement and earned value on social media channels with a cumulative following of over 3.5 million people.

## EDUCATION

### Northeastern University, Boston, MA

BS in Marketing and Graphic Design  
*Graduate of the University Honors Program*

## SKILLS

### Software

Photoshop  
Illustrator  
InDesign  
After Effects  
Premiere Pro  
Lightroom  
Sketch  
Figma

### Tools

Asana  
Klaviyo  
Mailchimp  
Midjourney  
Shopify  
Sprout Social

### Other

Photography  
Brand Strategy  
Project Management  
Motion Graphics  
Experience Design  
LinkedIn  
Instagram  
TikTok  
Facebook  
Copywriting  
Illustration  
Email Marketing

## ABOUT

### Art Director, Strategist, Storyteller.

*Also: Ironman triathlete, swim coach, podcast listener, Big Brothers Big Sisters Mentor, indie-band guitarist, and coffee connoisseur.*