

Ryan Scott

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Profile

Accomplished creative leader with a 22 year track record of driving exceptional results. Proficient in devising and implementing highly successful campaigns and events that foster engagement and propel business results. Demonstrated ability to guide cross-functional teams in delivering cutting-edge and influential initiatives. Extensive background in storytelling, communications, corporate training, brand marketing, strategic planning, virtual/in-person events, and project management.

Work Experience

📅 03/2021 – PRESENT 📍 VIRTUAL
VP, Creative & Event Services
Prudential Financial

- Lead a team of 18 creative and event professionals, providing guidance and mentorship to consistently execute high-quality deliverables on time and within budget.
- Collaborate closely with cross-functional teams, including marketing, communications, and operations, to develop integrated strategies that aligned with business objectives and deliver measurable results.
- Develop and implement strategic plans to optimize company events, resulting in a 95% overall client satisfaction ratings.
- Implemented streamlined processes and project management tools, resulting in a 30% increase in efficiency and productivity within the creative and event services department.

📅 05/2019 – 03/2021 📍 MINNEAPOLIS, MN
Director, Event Services
Prudential Financial

- Managed a team of 5 event professionals, providing guidance and support to ensure seamless execution of over 20 events annually.
- Negotiated and managed vendor contracts, achieving cost savings of 20% while maintaining high-quality services and materials.
- Collaborated with cross-functional teams to create innovative event concepts and themes,

Work Experience

resulting in enhanced attendee engagement and brand visibility.

- Coordinated and oversaw technical elements, including stage, lighting, and sound, to ensure seamless event execution.

📅 09/2009 – 04/2019 📍 BENTON HARBOR, MI
Manager, Creative & Video Services
Whirlpool Corporation

- Managed a team of designers, project managers and video production staff to successfully deliver high-quality video & graphic content for various sales campaigns, resulting in a 20% increase in customer acquisition.
- Collaborated with cross-functional teams to conceptualize and execute innovative video and multimedia projects, including animations, virtual reality experiences, and interactive content, leading to a 25% increase in user engagement and customer satisfaction.
- Trained and mentored a team of designers and videographers in the latest industry trends and techniques, resulting in a 40% improvement in team
- Cultivated a professional, creative, and integrity-driven environment for optimum team performance.

📅 11/2007 – 04/2009 📍 BRECKENRIDGE, CO
Video Producer
Vail Resorts

- Developed and executed captivating web video series for a prominent ski school
- Oversaw the financial aspects and maintained an efficient production schedule for the video department
- Pioneered the development of a comprehensive style guide for all videos associated with the ski school
- Successfully filmed and produced high-quality videos under challenging blizzard winter conditions

📅 08/2006 – 11/2007 📍 LOS ANGELES, CA
Freelance Producer, Director, Casting & Design

Work Experience

Engaged in contract work for multiple production companies, undertaking a diverse range of projects, spanning feature films, documentaries, and cable series. Highlights include:

- Distinguished as Assistant Director/Associate Producer for the History Channel feature titled "Andrew Jackson," contributing to its successful completion.
- Demonstrated exceptional leadership skills as Casting Lead, overseeing an extensive pool of 500 applicants for WB reality show "Pussycat Dolls, search for the next girl group."

05/2001 – 08/2006 TRVERSE CITY, MI

Creative Services Producer/Editor Heritage Broadcasting

- Developed and executed comprehensive strategies for writing, producing, and directing captivating local commercials and training videos
- Drove creative direction for on-air station promos and live events, ensuring high-quality output
- Demonstrated exceptional project management skills by efficiently managing budgets for multiple individual projects
- Pioneered a cutting-edge media distribution system, enabling seamless online delivery to clients prior to the advent of YouTube

Skills

Team leadership	████████████████████●
Strategic Planning	██████████████████●
Creative Direction	██████████████████●
Event Execution	██████████████████●
Video Producing	██████████████████●

Strengths

Leadership # Creativity # Organization
Communication # Strategic planning
Problem-solving # Creative direction
Event production # Video production
Broadcasting # Marketing # Leadership
Strategic Planning # Communication
Creativity # Event Management
Team Building

Hobbies



Education

2000 – 2002 SOUTHFIELD, MI

Media Production Specs Howard School of Broadcast Arts

1998 – 2000 LIVONIA, MI

Marketing Schoolcraft College

Awards

2022

Ragan Communications Communications Team of the Year Honorable Mention

Telly Awards

Winner of 19 Telly Awards

Michigan Association of Broadcasters

Winner of 4 awards