

# RYAN PERRICONE

Marketing Automation + Creative Design

Based out of Fresno, CA

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559.321.5416

[LinkedIn Profile](#)

## PROFESSIONAL SUMMARY

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Experienced, innovative, and results oriented marketing professional with demonstrated history in a variety of industries. Dedicated focus in digital marketing, graphic design, email campaign management and automation, KPI metric reporting, strategic planning, and social media management. Passionate and career driven individual that thrives in fast paced, challenging environment.

## WORK EXPERIENCE

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### **Exponent Partners** (October 2021 – Present)

#### *Marketing Automation Manager*

- Own and execute all email automation across marketing, sales, and support.
- Create and optimize email campaigns and nurture flows to engage and convert MQLs to SQLs for sales follow up.
- Identify customer segments and maintain data integrity.
- Optimize email sequences within Pardot and design net new nurture strategies to support various points in the customer lifecycle.
- Deliver timely reporting on metrics and KPIs from Google Ads and LinkedIn campaigns, Pardot and Salesforce lead funnel, and organic leads via Google Looker Studio.
- Design and implement templates for all slide decks for sales, project, and support teams.
- Responsible for all print and digital graphic design (banners, fliers, social media posts, blogs and case studies, brand guidelines, etc.)
- Design, promote, and track analytics related to video explainer promotions for our product and consulting services.
- Maintain and monitor back end of Exponent Partners and Exponent Case Management websites.
- Monitor and create social media content for blogs, webinars, and live events.
- Support sales operations through lead nurturing, segmentation, and scoring.

## **Sebastian** (September 2017 – October 2021)

### *Digital Marketing Specialist*

- Designed, led, and tracked digital, print, and e-mail campaigns to increase customer engagement and lead generation. Utilized full Adobe Creative Suite, HubSpot, and WordPress for the design process.
- Collaborated with the sales department to create and implement a digital strategy that drives lead generation. Analyze effectiveness of campaign and revise strategy as needed.
- Created and implemented social strategy to increase website interaction. Prioritize organic and paid engagement to improve branding.
- Launched, designed, and maintained Google Ads campaigns. Increased conversion rate to 3.06%, CTR to 1.25%, and top of page rate to 80% within the first six months.
- Generated reports to breakdown SEO analytics, recruiting metrics, promotional conversions, and sales performance.
- Designed, maintained, and updated enterprise website, employee website, customer portal, and associated non-profit website. Utilize UX/UI best practices, maintain ADA compliance, and generate content on an ad-hoc basis.
- Optimized web pages for organic and paid search ranking, including generating keywords, copywriting, creating content-focused landing pages, geotagging, and improving load times.
- Led photography and videography projects, edit content, and produce cohesive projects in line with brand guidelines.
- Assisted the VP of Business Development with special projects related to budgeting, revenue forecasting, and strategic planning.
- Led full cycle recruiting process. Provide recruiting metrics tied to social and recruiting platforms, analyze market trends, and implement new processes and strategies.

## **EDUCATION + CERTIFICATIONS**

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### **CSU Fresno** (May 2018)

*B.S. in Business Administration (emphasis in Marketing)*

Graduated Cum Laude. Involved in local American Marketing Association (AMA) chapter.

### **Salesforce Certified Pardot Specialist** (Exp. 04/2024)

ID: 3216055 | [Verify credential](#)

## SKILLS + SOFTWARE

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- WordPress
- Adobe Creative Suite
  - Photoshop
  - InDesign
  - Lightroom
  - Premiere Pro
  - Illustrator
  - After Effects
- Google Ads / Analytics
- Google Suite
- Microsoft Suite
- Social Media Management
- Salesforce
- Pardot
- DealHub
- Web Design (UI/UX)
- SEO/SEM
- E-mail Automation
- Branding
- Market Research + Analysis
- Copywriting
- Content Development
- Strategic Planning
- Google Looker Studio
- Photo + Video Design and Editing