

Ryan Boyd

1085 N Paulina, Apt 1R - Chicago, IL 60622 - 815-955-0462 - ryanboyd3@gmail.com

OBJECTIVE: Account Coordinator where 5 years of successful experience will increase marketing efforts, operational efficiencies, and add organizational value.

ACCOMPLISHMENTS

- Developed and coordinated paperless billing system between multiple departments, which decreased time spent on monthly billing procedures by 30%.
- Designed and implemented project to enhance web based customer service portal that reduced technical support phone calls by 20%.
- Identified and reported \$2,500 of previously unbilled technical support time.
- Wrote real estate contracts in excess of \$7,000,000 of listed property from 2007-2008.
- Sold a 2-year technical support contract valued at over \$22,000.

WORK EXPERIENCE AND ACCOMPLISHMENTS

- Account Manager – Invent Horizon – Kankakee, Illinois March 2008-Present
- Implemented and coordinated monthly email marketing campaign to inform and educate current client base of company news.
 - Developed and distributed quarterly customer satisfaction survey to current client base.
 - Reviewed online marketing analytics and presented cumulative findings highlighting internal areas for improvement.
 - Executed Google Adwords and Facebook Pay-Per-Click advertising campaigns.
 - Managed weekly social media marketing efforts on Twitter and Facebook company pages.

- Realtor – United Country Premier Properties – Peotone, Illinois April 2007-April 2009
- Generated real estate developer marketing database with current and accurate information.
 - Designed and executed commercial real estate email marketing campaign.
 - Assisted in execution of auction marketing campaign for client's property targeting 1,000+ buyers through direct mail, newspaper, and cold calling marketing activities.

- Account Executive – Barbeck Communications – Bourbonnais, Illinois November 2006-April 2007
- Constructed functional marketing database of 1,000+ prospects from research analysis.
 - Composed direct mail marketing campaign targeting 100+ current clients.
 - Assessed client's account to increase overall ROI resulting in \$500 savings yearly per client.

EDUCATION

Bachelor of Business Administration - University of Illinois - Springfield, Illinois
GPA: 3.74 Anticipated Graduation – July 2010

PROFESSIONAL DEVELOPMENT

The Power of E-Mail Marketing	Constant Contact	May 2010
Adwords 201	Adwords Seminars for Success	October 2009
Social Media Marketing Seminar	Johnny Campbell	August 2009

ADDITIONAL INFORMATION

Computer Skills – Proficiencies in Microsoft Office, Salesforce, website development, and email marketing