

# Ryan Schaefer

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## Experience

**Viget** — Digital Project Manager, May 2018 – Present

*Clients:* NFL Players Association, Emerson Collective, Conservation International, FiscalNote

- Lead cross-disciplinary teams on custom software, mobile application, and website projects
- Manage seven-figure project budgets, timelines, progress, scope, performance, and delivery
- Translate and define goals, requirements, constraints, priorities, and bug reports into actionable tasks for engineering, design, and data teams
- Act as the primary point of contact for clients, stakeholders, vendors, internal project teams, sales, resourcing, and leadership

**kglobal** — Senior Account Executive, September 2014 – May 2018

*Previously:* Research Associate, Senior Research Associate, Account Associate, Account Executive

*Clients:* Dole, Disney, Marvel, National Pork Producers Council, South Carolina Dept. of Commerce

- Managed seven-figure client portfolios for Fortune 100 corporations, trade associations, non-profits, and innovative start-ups
- Created and led company web development branch for a team of strategists, account managers, and designers
- Developed digital campaigns that spanned social media, email marketing, websites, and paid advertisements
- Led and expanded company internship program

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## Publicity

- Speaker, Digital PM Summit, 2019
- Panel speaker, AMPM co-hosted with WPP, 2019
- Panel speaker, General Assembly DC: Life as a Digital Professional, 2019
- Guest writer, Bureau of Digital, 2019
- Writer and podcast guest, the Digital Project Manager, 2019
- Featured speaker, Product Tank (Mind the Product) meetup, 2020
- Pro Session speaker, Product World conference, 2020

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## Expertise

- Skills: HTML, CSS, Javascript, graphic design, SEO, social media, public speaking
- Tools: Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Premiere Pro), Sketch, Figma, GitHub, Google Analytics, MailChimp, Facebook & Twitter Ads

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## Education

General Assembly DC, 2017 — Front-end Web Development

Northern Arizona University, Class of 2013 — BSBA, Marketing / Minor, Economics

- NCAA Division One Men's Basketball player
- Dean's List, Athletic Director's Honor Roll, Golden Eagle Academic Achievement Award