
PROFILE

A details-oriented marketer with experience and education in account management, digital and traditional advertising, brand management, product and service marketing. Fluent in Spanish, BA in Public Relations, MBA with Marketing emphasis.

EDUCATION

Master of Business Administration

Marketing Emphasis

Arizona State University, W.P. Carey School of Business, 2010

Bachelor of Art, Public Relations and Strategic Media

Minor in Spanish Language

Arizona State University, Walter Cronkite School of Journalism and Mass Communication, 2006

PROFESSIONAL EXPERIENCE

Account Manager/Client Relationship Manager *Fetchback, Tempe, AZ* *February 2011 – Current*

- Strategic planning and optimization of online retargeting accounts. Managed highest average revenue per account in company. Led to promotion.
- Project management, technical, creative and overall strategy consultant for large agency clients.

Marketing Consultant/Owner *Ryan Burch Consulting, Tempe, AZ* *May 2010-Current*

- Lend consulting expertise to small and medium-sized businesses in all areas of marketing project management; including overall strategy, pricing, traditional and digital advertising and sales.

Digital Marketing Manager *Arizona State University, Tempe, AZ* *May 2010-February 2011*

- Strategic management of digital and mobile marketing products, including the launch of a new iPhone application and its integration with an online coupon book and daily email newsletter.
- Digital project management and coordination between developers, salespeople and advertising clients.
- Utilize Google Analytics to generate product pricing analysis for StatePress.com. Resulted in price increase of 43 percent and five month revenue growth of 85 percent.
- Develop and manage traditional, interactive and Social Media marketing initiatives including the launch of ASUAdvertising.com, Facebook.com/TheStatePress and Twitter.com/StatePress.

Account Executive *Arizona State University, Tempe, AZ* *November 2006 – May 2010*

- Provide marketing consultation and client management while selling advertising to 100 key accounts utilizing interactive, print, and video advertising campaigns across virtually all product and service sectors.
- Negotiation of monthly partnerships, sponsorships and ongoing value trade agreements with advertising clients to secure low cost services and vendor products for departmental marketing events and promotions.

HONORS AND AFFILIATIONS

- **Beta Gamma Sigma International Honor Society** – Recognizes Business graduates in the top 20% of their class.
- **Kappa Tau Alpha Journalism Scholar**- Recognizes Journalism graduates in the top 10% of their class.
- **AD2 Phoenix** – Networking and service group for Advertising and Marketing Professionals.