Delvin R. Ryan IV

Objective:

Driven Marketing professional with a proven track record in brand building, coms strategy, and leadership.

Education:

Bachelor of Arts in Communication & Media, DePaul University - Graduated Summa Cum Laude and made Dean’s List.

Master of Business Administration (MBA), University of Illinois Urbana-Champaign - Expected Spring 2027.

Work Experience:

Chief Content Strategist, CustomCrete (2024-present)

* Develop and execute comprehensive, data-driven content strategies to enhance brand visibility, drive audience engagement, and support business growth across digital channels.
* Produce high-quality, SEO-optimized site content that aligns with brand guidelines, elevates market positioning, and maximizes impact and audience reach.
* Leverage analytics and performance metrics to monitor content effectiveness, extract actionable insights, and continuously refine strategies using analytics

Marketing & Communication Director, Boy Scouts of America (2021-2024)

* Spearheaded advertising initiatives for fundraising, events, recruitment, and brand awareness. Earned the BSA National Marketing Award for outstanding efforts in membership marketing.
* Developed and executed comprehensive marketing strategies, including social media content, mass email blasts, advertising, and PR, resulting in heightened brand visibility and engagement.
* Produced compelling multimedia content, including videos and graphics, to convey key messages and promote organizational initiatives. Including three annual reports and a radio advert for ESPN Radio.

Sales Trainee/ Quotations Specialist, Graybar Electric (2019-2020)

* Cultivated strong client relationships through effective communication and personalized service, leading to a measurable increase in repeat business.
* Streamlined sales processes by developing and implementing CRM tools, resulting in a 15% reduction in quote turnaround time.
* Created databases that processed raw information into digestible and sharable pivot tables.

Core Competencies:

* Highly Proficient in Microsoft Excel, Access Databases, Word, PowerPoint, and Publisher.
* Drafting with Adobe InDesign, Photoshop, Illustrator. With video editing in Premiere and Audition.
* CRM software including but not limited to Constant Contact, Salesforce, Mail Chimp, HubSpot.

Certifications and Honors:

* 2024 BSA National Marketing Award winner | Membership category
* Google Analytics Certification | Cert ID: 264408847
* HubSpot Inbound Marketing Certification | Cert ID: 81af56d3880c4d1a89ef994936e64e4d
* Eagle Scout with Two Palms | Troop 150 | Council Number 129

Portfolio: delvinryan.com LinkedIn: [www.linkedin.com/in/delvin-ryan/](http://www.linkedin.com/in/delvin-ryan/)