



RYAN S. PIERCE

BRAND STRATEGY, MARKETING & PUBLIC RELATIONS

PROFILE

I believe in marketing. I believe I can grow a brand and business by executing innovative, engaging and efficient campaigns. I have extensive expertise in content creation, traditional and digital marketing, paid and organic social, web design and development, copywriting and public relations. I will cultivate and lead our team to exceed goals, find success and win. **Let's go.**

EXPERIENCE

Founder & CEO / SMUTHY

Orlando, FL | 2020 – Present

- Provide full-service marketing and public relations strategy and implementation, including web, branding, social media, paid advertising initiatives and earned media efforts.

Assistant Director, Fan Development / ORLANDO MAGIC

Orlando, FL | 2017 – 2020

- Cultivated Orlando Magic fans through strategic management of social media, grassroots marketing & youth basketball initiatives.
- Grew engagement & participation among Central Florida youth.

Marketing Manager / ORLANDO MAGIC

Orlando, FL | 2014 – 2017

- Executed marketing strategy for numerous platforms and products, such as season tickets, single-game sales & retail
- Managed the planning, messaging & execution of advertising & sales collateral leveraging digital signage, out-of-home & radio

Public Relations & Marketing Manager / PEBBLE BEACH COMPANY

Pebble Beach, CA | 2010 – 2014

- Oversaw all public relations responsibilities for Pebble Beach Resorts, generating more than \$200M in publicity value for the brand.
- Managed public relations efforts on behalf of Pebble Beach Company for all special events, including the AT&T Pebble Beach National Pro-Am.
- Developed marketing strategy for golf business, including golf courses, Pebble Beach Golf Academy, local membership clubs & tournaments.

Communications Coordinator / MANAGEMENT SCIENCES FOR HEALTH

Cambridge, MA | 2007 – 2009

- Developed press releases, project briefs & all external communications.
- Maintained corporate publications & resource distribution.

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HIGHLIGHTS

- Orlando Magic Innovator of the Year (2017/18)
- Orlando Magic Employee of the Quarter (2017/18)
- Walk Now for Autism Speaks Committee Volunteer (2014 - 2016)
- PGA TOUR Brand Marketing & PGATOUR.COM Intern (2010)
- United States Tennis Association U.S. Open Media Intern (2007)
- WFXT-TV Fox 25 Boston Newsroom Intern (2006)

EDUCATION

UNIVERSITY OF MASSACHUSETTS
M.S. SPORT MANAGEMENT
Amherst, MA | 2009 – 2010

SYRACUSE UNIVERSITY
B.S. BROADCAST JOURNALISM
Syracuse, NY | 2003 – 2007