

## CONTACT

---



Phone  
716.550.9750



Email  
rfdimaria@gmail.com



LinkedIn  
linkedin.com/RyanDimaria

## PROFICIENCIES

---

### Marketing Strategy

Brand & Campaign Strategy  
Plan Presentation  
Report Production  
Budget Management  
Internal Communications  
Team Development

### SEO/PPC/SMM\*

Adwords, GDN, Bing & DSA  
Social Media Ads  
Lighthouse/PSI  
Structured Data

### Content Creation

Email Campaigns  
Copywriting & Copyediting  
Design (Web, UI & Print)  
Adobe, Microsoft, Google Suites  
Structured Data

### Retail Media

Amazon Sponsored Ads & DSP  
Criteo RMP  
Walmart  
Instacart  
CitrusAd  
Pacvue, Skai, Helium 10  
Performance Analysis & Reporting

# RYAN DIMARIA

## Digital Marketer

Innovative and strategic digital marketing leader seeking next passion target to throw his everything into moving the needle for. Versatile and vibrant, this fast-paced servant leader understands both data & people, and continues to craft new ways of building culture and driving performance.

## RECENT WORK EXPERIENCE

### Associate Director

03/2023 - Current

#### Acronym

Served as leader and subject-matter expert for all retail media, integrated media, and display teams. Spearheaded strategy, innovation, performance, and team development for over 7 direct reports managing all retail and DSP activity for 8 CPG brands. Contributed to content, pitches, and presentations that earned new business for the agency. Reported on account health to both client and internal stakeholders while fostering an award-winning team's culture, development, and spirit to support marketplace success.

- Directed account management with YoY budget growth of approximately 26% to \$42MM after client saw ATH success in POS sales
- Utilized data clean room best practices in crafting SOTA strategies & audiences for upper and lower funnel excellence
- Led collaboration between data science and tech teams to build data clean room insights and visualizations used in proprietary, cutting-edge dashboards.
- Pitched new business, supported JBP negotiations, and wrote published articles to support the agency's business development directly.
- Supervised, reviewed, and edited routine reporting distributed to clients. Provided guidance and direction to media managers and analysts. Negotiated and collaborated in an integrated agency team environment
- Developed & tailored strategies for multiple brands on multiple RMPs and DSPs, both seasonal and year-round.
- Designed account architectures and structures that supported unprecedented growth

### Performance Media Manager

07/2022 - 11/2022

#### TPN Retail

Managed campaigns for multiple accounts, including WaterWipes and Strong Roots. Provided strategy, operational support, and data analysis on campaigns for Medline, The Hershey Company, Takis, Clorox, Stewart, and more.

- Rehabilitated the Strong Roots account with performance changes across Walmart, Kroger, and Instacart so strong that the account went from considering leaving TPN to more than doubling their annual investment (\$1.2MM)
- Established new array of campaigns with appropriate segmentation between ad groups (based on targeting, goals, sponsorship, like brand store visit value, product pricing/features, and respective role in the shopper's short -and long-term journeys).
- Created operational tools that founded the new strategy implemented globally for 2 key accounts.
- Established base expectation KPIs for leading, flagship product as a model
- Developed and executed cross-channel, full-funnel account strategy to test and widely implement creative designed to reinvigorate a challenging audience that has fallen into great ad fatigue.

## CONTACT



Phone  
716.550.9750



Email  
rfdimaria@gmail.com



LinkedIn  
linkedin.com/RyanDimaria

## ADDT'L. PROFIC.

### Technical

HTML, CSS, JS, PHP, SQL

Cloud/VPS/Dedi Management

Wordpress, Magento, Drupal

## AWARDS

### Team Transformation Award | 2023

Acronym

Significant transformation in growing client relationship through demonstrated leadership and superior quality of work

### Rising Star Award | 2023

Acronym

Notable achievement and potential to grow with Acronym in the future

### April Media MVP Award | 2024

Acronym

For exceptional leadership, unwavering work ethic, and unparalleled ability to inspire and motivate junior and senior colleagues

## CERTIFICATES

Certifications Available Upon Request

## REFERENCES

References Available Upon Request

## WORK EXPERIENCE (CONT.)

### Paid Search Analyst

#### Dream Singles

10/2021 - 04/2022

Managed \$12MM campaign budget for an int'l dating app across multiple platforms, including Google Display, Google Search, Bing Search, and a variety of native platforms. Budget increases were approved up to \$14MM due to performance lifts. Broke historical company records in multiple campaigns and platforms, especially and most notably Bing

- Separated single, globalized "blackbox ad group" into array of segmented, geo-based campaigns that brought sanity and efficiency to international bids.
- Established ExactMatch, PhraseMatch, and BroadMatch bid hierarchy.
- Created bid-modded ad schedules for all campaigns. Provided company leadership a monthly report in addition to frequent analysis of daily KPIs and executed push promotions.
- Created and backtested (against 4.5+ years of historical performance data) framework to calculate LTV & purchase forecasting based upon limited and incomplete data available.
- Developed algorithm to predict level of disposable income (using relative net-worth per spending class) of users based upon spending behavior of first 30 days
- Reorganized dozens of data tracking spreadsheets, optimizing formulae, processing times, and improving processes.
- Bonded with teammates while working with other teams (including organic and affiliate depts) to assist with tasks like structured data, pagespeed diagnostics, and UX design.

### Director of Marketing

#### XM Performance

02/2021 - 08/2021

Developed, directed, and executed visions & plans for company-wide strategic efforts in both digital and direct marketing. Fostered new talent with support, training, and inspiration. Improved internal systems & processes, both directly and through delegation. Built strategic partnerships within multiple local communities. Prospected and procured leads while producing marketing deliverables for both in-house and revenue-generating contractual work.

Launched exposure campaigns for the company on many social media channels, like Facebook and LinkedIn, to sell tickets to workshop events attended to by small business owners and entrepreneurs. Fostered in-house talent through education in strategy, design, typography, copy, targeting, and message frequency. Oversaw and reviewed work from email marketing team to ensure message effectiveness. Analyzed company email marketing performance with weekly performance review meets. Provided direct servicing to key accounts in B2B telecom, Healthcare, and App Development industries.

### Marketing Coordinator

#### A. W. Miller Technical Sales, Inc.

08/2015 - 12/2020

Began as an entry-level role before responsibilities grew to marketing management for the entire department. Eventually oversaw all marketing activities for the company, initially executing most of them. Initiated company ABM activities after approved strategy presentation, which transformed company direction and attitude on marketing after initial results.

Supported 3 sales teams across US & CA (including QC which requires translation) in over 60 advertised brands of industrial manufacturing equipment. Replaced costly "CNC-side" website requiring heavy monthly maintenance with the company's first full website, including e-commerce solution to sell consumables and parts online. Rebuilt & rehabilitated "3D-side" website received (previous to employment) in unfit state from local agency before it started generating leads and thus business. Learned and launched Amazon Web Services powered EC2 (CentOS based) instance with virtual hosting (Apache) for company's 3 websites.

## CONTACT

---



Phone  
716.550.9750



Email  
rfdimaria@gmail.com



LinkedIn  
linkedin.com/RyanDimaria

## WORK EXPERIENCE (CONT.)

### Marketing Coordinator (cont.)

A. W. Miller Technical Sales, Inc.

08/2015 - 12/2020

Savings were well above \$250/mo and provided interactive, secure map with updated representation of CRM data, which became an invaluable tool for sales personnel in account visitation and territory coverage. Implemented structured data indexed by job boards like LinkedIn and Indeed to source low-supply, high-demand engineering talent from Buffalo, NY and Harmony, PA.

Launched social media campaigns on LinkedIn and Facebook to sell tickets to open houses and new product launches, like the Metal X Premier. Launched SEM campaigns with tracked conversions showing positive ROAS competing against overwhelming budgets from organizations like Desktop Metal and Stratasys. Coordinated sponsored campaigns in cooperation with Markforged to run large-scale, VDP-powered direct-mailers for over 20,000 leads and active customers with attached carbon fiber part samples. Trained new marketing staff and employees, including small internship program to foster local community talent and focus with additive manufacturing.

Launched ground-breaking marketing programs including "Break the Part", "Miller Mastery" series, and "Help Us Help You" across multiple channels, with notable success on e-mail.

### Marketing Coordinator

CORE 101

05/2010 - 08/2015

Consulted small business clients and proposed strategies before executing work upon approval. Managed client projects and supported clients after delivery of work through training, troubleshooting, and future plans.

Worked with many legacy CMSs, including Joomla, Magento 1, Drupal 7, and Frog. Fixed many legacy client websites after their various stacks have gone obsolete over years. Supported 4 direct reports, 2 in sales, 1 designer, and 1 developer. Conceived the strategy for and launched SEM campaigns for lead account, Monk's Bread, for a 10x higher ROAS than previous attempts.

Managed directly before getting approval to off-load work to Orange Soda agency. Rehabilitated website received by SoapSEO to improve legacy client satisfaction. Led design and development of CSVA.com and ANC.com.