

# CHRISTOPHER RYAN

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**Content Writer | Digital Designer | Research Strategist**

**Who Am I?** | My name is Chris Ryan. I am a communications professional seeking your interest for the next few moments. I am experienced, honest and determined but of course, so is everyone else. What separate me is the captivation for the choices people make and a drive to understand them. With proven success delivering effective content and an eye for solutions I am a candidate worthy of your time.

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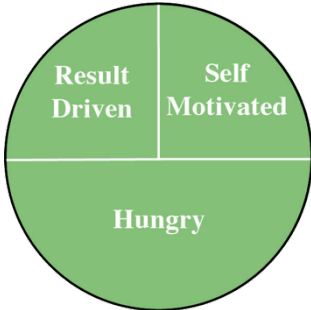
## SKILLS



Creative



Strategic



Fundamentals

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## WORK EXPERIENCE

**COMMUNICATIONS CORDINATOR**  
Transport Action Ontario (TAO), Toronto, ON

February 2016 – Current

- Project management — most recent: *The Power of Rail*: A strategy targeting Western University students to get involved in regional advocacy activity:
  - **Success:** Facebook video campaign drove a 400% increase in daily Impressions and led to sought-after relationship with Western advocacy groups.
- Creative content development: Everything from press releases and media advisories to event invitations, brochures, posters, videos and Facebook content.
  - **Success:** Designed the *Power of Rail* video: Shared on Western media, 4.3k users reached with 21% Engaged—demonstrated a large audience-segment were interested in the issue.

**MARKETING CAMPAIGN LEADER**  
SIR Corp, Jack Astor’s Bar & Grill, London, ON

October 2015 – January 2016

- Worked as corporate liaison for 2015 NFL Playoff marketing campaign at Jack Astor’s Bar & Grill
- Planned and facilitated a variety of themed events to increase guest count and beverage sales
  - **Success:** Helped increased Jack Astor’s guest counts on Sunday and Monday evenings by an average of 30 guests between October, 2015 and January, 2016.

**RESEARCH ASSISTANT**  
Professor David MacDonald., University of Guelph, ON

October 2013 – September 2014

- Transcribed and organized interviews and research notes in a well-maintained database.
  - **Valuable Skills Learned:** Self-motivation — Maintained Dean’s Honour Role while consistently meeting tight deadlines.

**RESEARCH ASSOCIATE**  
Siskinds Law Firm, London, ON

September 2011 – September 2012

- Researched and compiled findings into brief, organized reports for a large class-action lawsuit
    - **Valuable Skills Learned:** Efficient research and reporting skills —Able to maintain and locate hundreds of privileged documents and provide accurate content summaries on-call.
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## **EDUCATION**

**FANSHAWE COLLEGE, LONDON, ON**

August 2016

- Post-Graduate Certificate in Public Relations and Corporate Communications

**UNIVERSITY OF GUELPH, ON**

August 2014

- Honours, Bachelor of Arts, Political Science Studies
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## **VOLUNTEER EXPERIENCE**

**EVENT VOLUNTEER**

December, 2008 – Current

Lion’s Club, Lucan ON

- Prepare/assist in organizing a variety of fundraising community events

**SOCCER AND HOCKEY COACH**

April 2008 – October 2014

Lucan Minor Hockey/Soccer Association, Lucan, ON

- Volunteered to coach hockey and soccer teams/ trained one-on-one with goaltenders
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