

RYAN HURSH



PROFILE

Strategic creative leader with 10+ years of brand development expertise and 20+ years in sales and management. Proven ability to drive brand growth and execute complex projects across diverse media, with a focus on versatility, communication, and integrity.

EXPERIENCE

Strange Patterns Music

Founder, Producer and Composer

May '24 - Present

- Established Strange Patterns Music, an independent record label and music collective, to champion avant-garde and niche electronic music from Berlin.
- Composed 18 original tracks for "Lights On," a 10-episode documentary series on consciousness by Macmillan Publishers and New York Times bestselling author Annaka Harris.
- Composing the original soundtrack for "Shot in the Dark," a feature-length documentary scheduled for release in 2028, chronicling the journey of blind athletes preparing for the 2028 Summer Olympics.

Haffmans Neumeister

Head of Marketing, PR and Creative Strategy

June '21 - May '23

- Directed a complete brand revitalization, developing a new visual identity, logo, and video series that significantly increased brand appeal and secured three strategic collaborations within the first year.
- Developed and executed a comprehensive content strategy across all brand channels (digital and physical), managing art direction, budgets, and team assembly, which significantly increased brand visibility, resulting in a 40% increase in account demand for marketing materials and a 18% uplift in social media engagement and website click-through rates.
- Conceptualized, produced, and launched "The Art of Geeking" documentary series, a platform showcasing creative professionals and their unique perspectives, fostering a strong community around the brand and significantly increasing brand visibility.
- Built an engaged Instagram community of 12.6k followers over 5 years, utilizing a mix of organic content and targeted campaigns to establish a strong brand presence from the ground up.
- Strategically utilized personal network to secure high-profile product placements with influential artists, including Daniel Arsham, Pusha-T, and others, significantly enhancing brand visibility.

EDUCATION

Arizona State University

Bachelor of Arts 1998 - 2002

Major in Photography

Minor in Communications

CareerFoundry

UI Design Certificate Feb '24

Recent Skills Learned

UI Design, UX Fundamentals, Prototyping, Usability Testing, Design Systems.

UI PROJECTS

The Beat Box

Responsive e-com platform

Brunchfast

Responsive recipe website

Eighty8 Tiger.

Native iOS/Android cafe app

Haffmans Neumeister

Responsive e-com platform

Total Recall

Retro-future iOS notes redesign

TECHNICAL SKILLS

Photoshop, Lightroom, Illustrator, InDesign, Figma, Sketch, Framer, WebFlow, Logic Pro X, Live, Bitwig, Premiere Pro, Word, Excel

EXPERIENCE CONTINUED

Haffmans Neumeister

Brand Development Manager

January '20 - June '21

- Developed an innovative eyewear design, seamlessly integrating sheet metal and acetate without adhesives or screws, which earned Haffmans Neumeister the German Design Award for pioneering design and technological advancement.
- Drove the strategic transformation of Haffmans Neumeister into a recognized lifestyle brand by fostering high-profile collaborations, resulting in significant expansion of physical brand presence through partnerships with prestigious retailers, Dover Street Market and Nordstrom.
- Defined and implemented Haffmans Neumeister's brand voice, transforming the online presence with strategic development of cross-platform social media accounts and a new B-to-C website that introduced e-commerce capabilities, driving significant traffic growth within the first quarter.

Haffmans Neumeister

Sales Development Professional

December '17 - January '20

- Established and expanded North American distribution channels, developing the region into a top-performing market for Haffmans Neumeister, generating the additional sales of 23,000 SKUs annually.
- Developed and delivered comprehensive training programs for global sales and distribution teams, ensuring consistent brand messaging and product expertise.

de Dolomieu

Founder and Product Designer

April '16 - January '19

- Conceptualized and launched de Dolomieu, a marble-centric lifestyle brand, introducing "BLOCK," a sculptural laptop stand for Apple computers, and driving all aspects of product development, from design and material sourcing to production management.
- Directed comprehensive brand development, including custom packaging design, photography, copywriting, PR, marketing, and website development, establishing a strong market presence.
- Drove extensive media coverage and positive reviews from leading publications through strategic PR initiatives, significantly enhancing brand visibility and resulting in a complete sell-through of "BLOCK."

StudiOH!

Founder, Photographer and Retoucher

December '13 - May '17

- Founded and led StudiOH!, a full-service photography studio, delivering high-quality visual content for diverse client projects, including product, brand, travel, and lifestyle campaigns.
- Cultivated and managed strategic partnerships with leading publications, including Highsnobiety, Hypebeast, and National Geographic, delivering high-quality visual content and increasing brand exposure.
- Delivered high-impact visual content through collaborations with major brands, including Adidas, Apple, Cadillac, Nike, and Native Instruments, contributing to the success of their marketing campaigns.