

# RYAN FRIEDENBERG

✉ryan.friedenberg@gmail.com ☎440-463-6660 👤linkedin.com/in/rf5 🌐ryanfriedenberg.com  
🏠9326 Amber Wood Drive, Kirtland, OH 44094

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## EDUCATION

**Indiana University - Kelley School of Business** • Bloomington, Indiana  
Majors: Marketing and Entrepreneurship & Corporate Innovation

Aug 2017 - May 2021

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## WORK EXPERIENCE

### RF Consulting

Apr 2022 - Present

#### *Digital Marketing Consultant*

As a Digital Marketing Consultant, I've partnered with a diverse range of clients, from a pioneering clinical trial company and a crowd-funded consumer electronics start-up to an innovative medical device manufacturer.

- Refined customer support strategies, for greater efficiency, quicker responses, and higher customer satisfaction.
- Executed paid social media campaigns with a budget over \$100,000, realizing a 3X ROAS.
- Implemented tailored CRM solutions (Intercom, HubSpot, HighLevel) to enhance process efficiency and introduced marketing automation workflows, boosting lead qualification rates by 50%.
- Collaborated with four clients on brand development, establishing consistent visual guidelines.

### VetGuardian™

Jun 2020 - Oct 2023

#### *Product Marketing Lead*

As the Product Marketing Lead at VetGuardian, I spearheaded marketing initiatives from the seed stage, culminating in our acquisition by a public company in August 2023.

- Developed and implemented integrated marketing campaigns, enhancing the customer journey.
- Designed a distinctive brand visual identity and oversaw a website redesign, increasing product visibility and B2B engagement by 200%.
- Streamlined marketing processes using HubSpot/Zapier, aligning with strategic goals and improving efficiency by 50%.
- Directed B2B support communications, achieving a 30% increase in client retention.

#### *Marketing Intern*

- Produced pitch decks and videos, securing \$2M in funding and attracting new board members; also reached finals in competitions including the Purina Pet Care Innovation Prize.
- Crafted marketing materials for email campaigns and tradeshows, resulting in the acquisition of two new distributors.
- Assisted with various projects including market research and financial models.

### Water Bear Marketing™ • Cleveland, Ohio

May 2020 - Aug 2020

#### *Marketing Operations Intern*

- Managed and optimized search and display advertising accounts for 7 clients across distinct industries, driving a 20% increase in ROI.
- Developed and tailored marketing materials, encompassing SEO, SEM, and copywriting.
- Achieved certifications across all major Google Advertising Platforms, demonstrating comprehensive expertise.

### Great Lakes Medical Research, LLC • Mentor, Ohio

Dec 2018 - May 2020

#### *Marketing Coordinator*

- Developed and tailored marketing materials for social media advertising campaigns, resulting in a 40% increase in engagement.
- Executed advertising campaigns that successfully generated over 50 new leads for clinical research trials, surpassing targets by 100%.
- Drove \$50,000 in revenue using Facebook Advertising, achieving this milestone within the initial two weeks of campaign launch.

### L & R Jewelers

Apr 2018 - May 2019

#### *Co-Founder and CEO*

- Established and grew a niche fashion jewelry brand, successfully penetrating a highly competitive retail market segment with push marketing.
- Achieved a 6-figure revenue within the first three months of operation, ranking in the top 1% for web traffic during our launch period.
- Acquired diverse business facets through hands-on experience, encompassing PPC marketing, web design, branding, customer service, and operations.

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## SKILLS & INTERESTS

**Skills:** Microsoft Excel/PowerPoint • SQL • CRMs • CMSs • Facebook Ads • Google Ads • Adobe Suite  
**Interests:** Strategy & Operations • Fitness • Food • E-commerce • Travel