



# Ryan Hursh

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## Summary

Creative Director and Brand Strategist with over 10 years of experience in brand development and 20+ years in sales and management. Proven expertise in elevating brand identities, executing multi-platform marketing strategies, and leading creative teams. Highly skilled in visual storytelling, cross-functional collaboration, and delivering innovative campaigns that drive visibility, engagement, and growth.

## Core Competencies

Creative Direction | Brand Strategy | Marketing Campaigns | Visual Storytelling | Content Strategy | Team Leadership | Cross-Functional Collaboration | Product Development | Art Direction | Public Relations | Social Media Strategy | E-commerce Strategy | Photography | Post Production | Music Production

## Experience

### Strange Patterns Music

*Founder, Producer and Composer* — May 2024 - Present

- Founded a production company and artist collective focused on avant-garde and niche electronic music.
- Composed 18 original tracks for *Lights On*, a documentary series on consciousness produced by Macmillan Publishers and Annaka Harris.
- Currently scoring the original soundtrack for *Shot in the Dark*, a feature-length documentary centered on blind athletes training for the 2028 Olympics.

### Haffmans Neumeister

*Head of Marketing, PR and Creative Strategy* — June 2021 - May 2023

- Led brand revitalization, creating a new visual identity, logo, and refreshed messaging that helped reposition the brand and secure multiple strategic collaborations within the first year.
- Developed and implemented a multi-channel content strategy that boosted brand visibility—resulting in a 40% increase in demand for marketing materials and an 18% rise in social media engagement within the 6 months.
- Launched *The Art of Geeking*, a video series spotlighting creative professionals and their process, which fostered deeper audience connection and grew the brand's creative community.
- Built an engaged Instagram community from the ground up, growing it from zero to 12.6k followers through consistent organic content and targeted campaigns.
- Secured product placements with prominent artists and cultural figures including rapper Pusha-T and contemporary artist Daniel Arsham, significantly elevating brand visibility and credibility.

### Haffmans Neumeister

*Brand Development Manager* — January 2020 - June 2021

- Co-developed an innovative eyewear design that integrated sheet metal and acetate without screws or adhesives, earning the German Design Award for its technical and aesthetic achievement.
- Positioned the brand as a lifestyle label through strategic partnerships with prestigious retailers, including Dover Street Market and Nordstrom, expanding its presence in influential retail spaces.
- Designed and launched a new B2C e-commerce platform, improving digital experience and driving a notable uptick in customer traffic and engagement.

## Experience Continued

### **Haffmans Neumeister**

#### *Sales Development Professional* — December 2017 - January 2020

- Built and led expansion of the North American distribution network, transforming the region into one of the brand's top-performing markets and generating an additional 23,000 SKUs in annual sales.
- Developed and delivered global sales training programs, ensuring alignment in brand messaging and product knowledge across international teams.

### **de Dolomieu**

#### *Founder and Product Designer* — April 2016 - January 2019

- Founded a marble-focused lifestyle brand and led end-to-end development of "BLOCK," a sculptural laptop stand for Apple devices.
- Oversaw every phase of product creation—from concept and material sourcing to manufacturing, packaging design, and marketing execution.
- Secured features and positive reviews from leading publications, resulting in strong brand recognition and complete sell-through of product runs.

### **StudiOH!**

#### *Founder, Photographer and Retoucher* — December 2013 - May 2017

- Built and ran a full-service photography studio delivering branded visual content for lifestyle, product, and travel campaigns.
- Produced high-impact imagery for major clients including Apple, Adidas, Nike, and Cadillac, supporting the success of their marketing initiatives.
- Secured and managed partnerships with leading publications like Highsnobiety, Hypebeast, and National Geographic.

## Education

### **Arizona State University**

B.A. in Photography, Minor in Communications — August 1998 - June 2002

### **CareerFoundry**

#### UI Design Certificate — June 2023 - February 2024

- Skills: UI Design, UX Fundamentals, Prototyping, Usability Testing, Design Systems

### Selected UI Projects

- The Beat Box – Responsive e-commerce platform
- Brunchfast – Recipe website with mobile-first design
- Eighty8 Tiger. – Native iOS/Android cafe app
- Haffmans Neumeister – E-commerce redesign
- Total Recall – iOS retro-futuristic notes app UI overhaul

## Technical Skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro) | Figma | Sketch | Framer | Webflow | Logic Pro X | Ableton Live | Bitwig | Microsoft Office (Word, Excel)