

# Ryan Gladney

Los Angeles, CA | 401-644-7931 | [ryanjgladney@gmail.com](mailto:ryanjgladney@gmail.com) | [LinkedIn](#)

## EXPERIENCE

---

### Freelance – Product Manager

2018 – Current

Led product initiatives for clients including Centr, Google, LA Clippers, PepsiCo, and Viking Cruises.

- Launched a new product vertical for a health & wellness brand, driving a **35% YoY revenue increase** and earning multiple industry awards.
- Defined and launched a novel ticketing product for a professional sports franchise, creating a new revenue stream that generated **\$6M+ in ARR**.
- Led Gen AI prototype testing for a major tech company, exploring commercial applications, gathering user insights, and refining product strategies based on feedback.
- Enhanced internal tools and reporting processes for a leading CPG brand and a global travel company by integrating AI-driven solutions, improving operational efficiency and **reducing development time by 25%** through streamlined workflows.

### The Bouqs Company – Producer

2016 – 2019

Led a team of 10+ to develop and execute strategy and creative to support business goals.

- **Increased customer retention by 31% YoY** by leading a cross-functional initiative to analyze purchase behavior, optimize creative strategy, and improve marketing effectiveness to drive engagement and repeat sales.
- **Reduced production costs by 50%** by establishing an internal content studio, replacing outsourced production resources, streamlining creative workflows, and enabling agile responses to market trends.
- **Improved team velocity by 20%+** by overhauling internal processes, building effective communication frameworks with stakeholders, and launching a campaign performance scorecard.

### Omaze – Designer

2015 – 2016

Designed charitable campaigns for high-profile franchises, including Star Wars and Game of Thrones.

- **Generated \$10M+ in donations** by creating advertising materials for 120+ campaigns, leveraging performance data to refine creative assets and optimize engagement.
- **Increased campaign reach and engagement by 102%** by collaborating with marketing to analyze user trends, conduct A/B testing, and iterate on designs informed by detailed performance metrics.
- **Improved team efficiency by 40%** by developing scalable templates for repeatable deliverables, training sales and marketing teams on self-service updates, and implementing a digital asset management (DAM) system to eliminate workflow bottlenecks.

## EDUCATION

---

Pepperdine University B.A., Art History / Design

SCRUM Alliance Certified Scrum Master (CSM)

IBM Product Management Specialization, AI Product Management Specialization

## SKILLS / TOOLS

---

**Product Management:** Roadmapping, Customer Journey Mapping, User Persona Development, Competitive Analysis, Design Thinking

**Project Management:** Agile Methodologies (Scrum, Kanban), Cross-Functional Leadership, Project Scoping, Resource Planning

**Research & Testing:** User Interviews, A/B Testing, Market Research, User Feedback Loops

**Tools:** Asana, Jira, Figma, Adobe Creative Suite, Excel, Tableau, SQL, Python, AI/ML