

RYAN HURSH

CREATIVE MULTI-HYPHENATE



PROFILE

Dynamic, self-driven multi-hyphenate. A decade of brand-building expertise and over two decades in sales and management. Proficient in creative and prototyping software, cross-media producer roles, and project management. Flourishes in positions requiring versatility, effective communication, and unwavering integrity.

EXPERIENCE

Haffmans Neumeister

Head of Marketing, PR and Creative Strategy

June '21 - May '23

- Spearheaded a **comprehensive rebrand initiative**, revitalizing an acclaimed German eyewear house. Created a captivating visual language, new logo, and an engaging video series. Resulted in a revived youthful identity, expanding the brand's appeal for a fresh wave of strategic collaborations.
- **Orchestrated all productions**, encompassing both product and lifestyle content for website, social media, advertising, lookbooks, trade shows, and point-of-sales. Managed art direction, project briefs, team assembly, talent casting, location scouting, budgeting, and meeting deadlines. Immediately **elevated HN's public presence** and fortified our market position, as seen in increased demand from accounts for these materials as well as higher click-through rates and engagement on social platforms.
- Created and launched "The Art of Geeking" documentary series, a showcase of creative minds from diverse disciplines, revealing how their unique obsessions influence daily life and fuel innovation in their crafts. The series produced **engaging content, fostering connections** with fellow artists, and broadened HN's brand appeal; introducing HN's own craft to a new audience.
- Managed all aspects of **social media**: planning rollouts and ad campaigns, personally engaging with both B2B and B2C audiences. Produced original music for in-house video content and successfully grew the Instagram account from **0 to 12.6k followers**.
- Leveraged **personal network**, securing product placements with high-profile artists such as Daniel Arsham, Ghetto Gastro, Gunna, Mase, Pusha-T, Sevdaliza, Young Thug and more.

Brand Development Manager

January '20 - June '21

- Elevated Haffmans Neumeister into a **distinctive lifestyle brand**. A successful collaboration with fashion veteran and stylist Marcus Paul heightened brand recognition.
- **Invention of eyewear concept** which seamlessly fuses sheet metal and acetate without the need for any adhesive or screws. For this concept, HN received the **prestigious German Design Award**, demonstrating our commitment to cutting-edge design and technological innovation.
- Established flagship partnerships with distinguished retailers such as Dover Street Market and Nordstrom. **Strategic alliances** created significant expansion of **physical brand presence**, contributing to increased market visibility and sales growth.

EDUCATION

CareerFoundry

UI Design Certificate Feb '24

PROJECTS

The Beat Box

Responsive e-com platform

Brunchfast

Responsive recipe website

Eighty8 Tiger.

Native iOS/Android cafe app

Total Recall

Retro-future iOS notes redesign

TOOLS

Photoshop, Lightroom, Illustrator, InDesign, Figma, Framer, Squarespace, Logic Pro X, Ableton Live, Final Cut Pro, Word, Excel

PERSONAL

Evenings are for making music, weekends for skateparks or long bike rides. Music, photography, skating, snowboarding, and cycling have always been integral to my life. These passions form the cornerstone of my professional career: challenging me physically, mentally, and creatively, expanding perspectives, and have led to lifelong friendships.

EXPERIENCE CONTINUED

Sales Development Professional

January '18 - June '20

- Initiated presence and **launched distribution** in North America, making it a top market for Haffmans Neumeister (accounting for 20,000 SKUs annually).
- Led comprehensive training sessions for the global distribution and sales teams, communicating the brand's history, product handling, and the key talking points to **enhance product knowledge**.
- Honed the Haffmans Neumeister's **distinctive "voice"** and created the brand's online presence, establishing cross-platform social media accounts and developing the website.

de Dolomieu

Founder and Product Designer

April '16 - January '19

- Founded a **marble-centric lifestyle brand** launching with BLOCK, a sculptural laptop stand tailored for Apple computers.
- **Conception, design, and execution** of product and custom packaging, managed material sourcing and production facilities, coordinated all components, oversaw photography, copywriting, PR, marketing and website development.

StudiOH!

Founder, Photographer and Retoucher

December '13 - May '17

- Established and directed a **dynamic full-service photography studio**, steering a wide range of projects from product and brand campaigns, to travel and lifestyle shoots.
- Secured partnerships with **renowned clients** such as Highsnobiety, Hypebeast, and National Geographic.
- Collaborations with major brands—including Adidas, Apple, Cadillac, Nike, and Native Instruments—were pivotal in the success of client campaigns and delivered **exceptional visual content**.

Misc. Optical Industry

Optician, Buyer, Lab Tech, Sales Rep and Consultant

April '03 - June '15

- Expert guidance in space planning, establishing vendor accounts, procuring equipment, curating inventory, implementing effective merchandising strategies, and guidance in staffing solutions. **Enhanced overall operational efficiency** and customer appeal, contributing to the successes of new and existing optical practices.
- Meticulous skill processing, edging, and mounting prescription lenses. **Precision and attention to detail** consistently ensured client satisfaction.
- Interpreted prescriptions, provided tailored guidance to clients in selecting eyewear. Exact measurements and frame adjustments ensured a perfect and comfortable fit, fostering **long-term customer satisfaction and loyalty**.