

Ronnie Ann Ryan

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PROFESSIONAL HIGHLIGHTS:

Outstanding and versatile copywriter with in-depth marketing background, social media knowledge and 20 years experience in a vast array of industries and writing projects. Develop plans and execute programs for corporations, small businesses and professionals. Oversee creative for print/web and manage vendors. On time, on budget, drama-free.

EXPERIENCE:

2002 - Present

Writing Tonic, Milford, CT

Freelance writer serving a wide range of clients with blogging, websites, social media posts, SEO content, press releases, sales letters, newsletters, marketing materials, taglines.

CLIENT SAMPLING

Anne Garland Enterprises	Dr. Rosenblitt-Dentistry	Hoffman Landscapes	Spec-Clean
Caney Group, LLC	Fairfield County Allergy	Insurance Solutions	Wetware Media
ClientAttraction.com	Gilbert's Goodies	Marks of Design	Zatcoff Wellness

3/90 - 2002

Writing and Marketing Consultant, Milford, CT

Developed marketing plans and concept presentations. Wrote copy and oversaw creative process for agencies and direct clients. Managed all facets of execution including budgets, program analysis and competitive activity. Projects included yearly planning, consumer ads, point-of-purchase materials, sales materials, events, and collateral.

CLIENT SAMPLING

Chase Bank	L'Oreal	Perrier Group	AGENCIES Alcone Marketing
CPC International	Mott's USA	Polaroid	East West Creative
Gentleman Jack Bourbon	Nabisco	Rheingold Beer	Marketing Drive
Heineken	Norelco	Tradezone	MCA
Kraft Foods	Pepperidge Farm	Unilever	Ryan Partnership

1/02 – 12/08

Success Express Coaching, Milford, CT

Provided coaching services to business owners and individuals to achieve goals: develop marketing strategies, obtain new customers, land a new job, improve confidence and personal presentation. Created and conducted workshops for continuing education.

CLIENTS

AMEX Financial Advisors	Fit Training	My Benefits Group
Clutter Solutions	Green Goods 2 Go	Pepperidge Farm

4/84-2/90

Division Promotion Manager, General Foods (now Kraft Foods), White Plains, NY

Developed, managed and analyzed promotional marketing programs and events for Birds Eye (1986-1990) and Maxwell House Coffee (1984-1986) with budgets ranging from \$27 million - \$52 million. Programs included national campaigns, brand defense initiatives, continuity, in-store sampling, special events, sweepstakes, special packs, newspaper, radio, displays, trade events, and more. Promoted four times. Managed department with two professionals and one administrative assistant.

PROFESSIONAL AFFILIATIONS:

Founded and lead the Solopreneur Council for the New Haven Chamber of Commerce; Past Board Member of National Speakers Association and Network of Executive Women.

EDUCATION:

MBA, Marketing, Northeastern University; **BA**, Advertising, University of Connecticut
CCC, Comprehensive Coaching University; Certificate – Coaches Training Institute