

RYAN STERTZBACH

Content Developer & Web Designer

✉ Ryan.Stertzbach1@gmail.com ☎ 980-219-2929 🌐 www.ryan-stertzbach.com

PROFILE

Social media and web platform developer that helps small businesses that want to expand their market outreach by generating interesting, engaging, and creative content for clients. Performed a variety of services for clients, from social media only to doing a complete offering of website and social media content.

In these applications, leveraged keyword analysis, Google analytics tracking and audience surveys to understand customer base better. This led to development of directed content to drive traffic and time spent on these platforms.







Social media is more than just paid advertising. Rather, content development should extend beyond that to the creation of organic content that people enjoy.

I am passionate about my work and excited to work with companies that share the passion of achievement

EXPERTISE

| | |
|----------------------|---------------------------------|
| JavaScript | <div style="width: 80%;"></div> |
| HTML & CSS | <div style="width: 70%;"></div> |
| Adobe Creative Cloud | <div style="width: 90%;"></div> |
| Web Design | <div style="width: 85%;"></div> |
| Word | <div style="width: 95%;"></div> |
| Excel | <div style="width: 90%;"></div> |
| PowerPoint | <div style="width: 95%;"></div> |

INTERESTS

| | | |
|--|---|---|
|  Photography |  Music |  Cinema |
|  Painting |  Hiking |  Travel |

EXPERIENCE

Media Marketing Director

Covenant Church / Lincolnton, NC / August 2018-Present

Sole developer of covenantchurch.church. Director of marketing and media content through social media, web development, videography, graphic design, photography, and strategic analysis in the current market.

Social Media Marketing Manager/Web Developer

Black and Parks Law / Lincolnton, NC / February 2018-Present

Developed blackandparks.com and social media marketing strategies through content marketing. Part of content development scope is professional photo generation and the creation of premium videos for Black & Parks Law.

Communications and Marketing Intern

Biltmore Church / Asheville, NC / May 2018 - August 2018

This position consists of the development of relevant keywords for SEO at BiltmoreChurch.com. Other responsibilities include social media content development, photography, cinematography, and maintaining the image of the Biltmore Church brand.

Computing Sales Consultant

Best Buy / Waynesville, NC / October 2016-July 2018

Technical sales consultant for computers and digital imaging hardware. Developed extensive knowledge of the vast products the store offers. Brought exceptional sales service to all customers. Sales person for 2

Night Shift Manager

Starbucks / Waynesville, NC / October 2014-October 2016

Supervisor for 40 employees. Responsible for leading and developing a well-motivated staff. Tracked customer traffic, maintain inventory integrity, and ensuring cash drawer balance and safety deposits.

EDUCATION

Marketing degree from the College of Business

Western Carolina University / 2014-2018

WCU Honors College. Self-supported through entire four years.

REFERENCES

David Black

Lawyer, Client

Phone: 980-241-8232

Email: dblack@blackandparks.com

Mike Devine

Senior Pastor

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