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United States

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Summary

I am a PMP-certified integrated producer and project manager with an enthusiasm for exceptional project delivery.

Experience

Senior Project Manager/Integrated Producer

Innovation Protocol

Jul 2020 - Present (3 years 8 months)

My role as senior integrated producer and project manager involves driving digital projects independently, from scoping activities to launch. In addition to producing award-winning digital experiences for clients, I host LinkedIn Live events, lead internal learning sessions, implement digital best practices in our creative deliveries, and proactively introduce and explore new technologies such as app development, AR, VR, and AI, aligning with the evolving landscape of digital production.

Owner

Tempo Digital Works

Jan 2014 - Present (10 years 2 months)

I am the owner of Tempo Digital Works, a digital marketing agency specializing in email marketing, web design and development, and social media management.

With access to a team of copywriters, designers, and developers, we scale to any size project and deliver exceptional results.

Senior Project Manager

Edelman

Aug 2018 - Jul 2020 (2 years)

As a senior project manager I led the day-to-day workflow of integrated projects within the digital team. Responsibilities included creating and managing schedules, deliverables, priorities and teams. I also collaborated with Account and Specialty peers to ensure that project deliverables connected with creative intent, all while meeting time specifications and budget parameters.

Integrated Digital Producer

Freelance

Jul 2016 - Aug 2018 (2 years 2 months)

As a freelance digital producer, I managed end-to-end project lifecycles, ensuring seamless execution of digital content. My responsibilities included client communications, project planning, and coordination with creative teams. I oversaw timelines, budgets, and quality assurance, ensuring deliverables met client expectations. From conceptualization to final delivery, I navigated diverse digital projects, from websites to animation projects to social media campaigns. Adaptability, communication, and a keen

eye for detail were central to my role, ensuring successful project outcomes in the dynamic digital landscape.

Director of Marketing

RateWise Mortgage

Aug 2016 - Mar 2018 (1 year 8 months)

As the director of marketing for RateWise Mortgage, I orchestrated comprehensive marketing strategies, overseeing diverse initiatives from social and online identity to event sponsorships. I took charge of brand stewardship across multiple platforms, ensuring a cohesive and impactful presence. Managing the marketing calendar, I aligned key messaging for maximum effectiveness. Responsible for the marketing budget, I ensured profitability and served as the primary point of contact for marketing purchase agreements. I also led meetings with the company's director and owner. My role involved shaping and driving the marketing vision to achieve the company's objectives.

D.NY

Freelance Senior Integrated Producer

Deutsch NY

Jan 2016 - Jul 2016 (7 months)

I served as a freelance digital integrated producer for the Volkswagen (VW) account. I managed content and messaging updates to VW.com, working closely with designers, copywriters, SEO analysts, and QA engineers to ensure seamless updates to the VW.com live environment.



Producer

EVB

Jul 2014 - Jan 2016 (1 year 7 months)

As a producer at EVB, I produced online content for iconic brands, including The Kraft Heinz Company, JCPenney, and Lemonhead Candy. My role encompassed the production of diverse digital assets such as websites, microsites, videos, and interactive banners.

Leading creative teams and video partners, I ensured the seamless execution of projects that aligned with the unique identities of each brand. I also actively participated in developing project statements and estimates.

W.
K+

Interactive Producer

Wieden + Kennedy

Jul 2013 - Jul 2014 (1 year 1 month)

In my role as interactive producer at Wieden + Kennedy, I spearheaded impactful campaigns for global brands such as Coca Cola, Velveeta, and Procter & Gamble. Overseeing the production of interactive elements such as websites, microsites, banners, and immersive digital experiences, I played a key role in bringing these brands to life in the digital realm.

Collaborating with dynamic creative teams, managing studio artists, and engaging with external vendors, I ensured the flawless execution of projects that resonated with the unique audiences of each client. This experience at Wieden + Kennedy honed my skills as an interactive producer, contributing to the success of campaigns that made a lasting impact in the industry.



Integrated Digital Marketing Manager

Gates Corporation

Dec 2010 - Jul 2013 (2 years 8 months)

As the integrated digital marketing manager for the Gates Corporation, I orchestrated comprehensive digital communication strategies for the North American Automotive division. I handled internal and external communications, overseeing strategy, implementation, and analytics reporting. Managing the division's website and microsites, I collaborated with internal web operations teams, advertising and design agencies, and personally engaged with CMS systems, particularly Sitecore. Additionally, I served as the lead app development producer, collaborating with external front- and back-end developers to ensure seamless project execution. My role involved the end-to-end management of digital initiatives, contributing to the division's online presence and success.



Jr. Integrated Producer

Crispin Porter + Bogusky

Aug 2008 - Dec 2010 (2 years 5 months)

As a jr. integrated producer at Crispin Porter + Bogusky, I played a pivotal role in managing diverse brands, including Microsoft, Domino's, Kraft, Best Buy, Burger King, and Old Navy. My responsibilities spanned the production of various digital assets such as websites, microsites, interactive banners, digital out-of-home experiences, and live events. Leading creative teams, studio artists, and collaborating with external vendors, I ensured the seamless execution of projects.

My role involved developing project statements and estimates, and I personally presented them to clients, fostering effective communication and alignment with their expectations. The dynamic environment at Crispin Porter + Bogusky allowed me to contribute to the success of renowned brands and sharpen my skills in integrated production and client interaction.

Public Information Specialist

Mar 2004 - Aug 2008 (4 years 6 months)

As a Public Information Specialist at PBS&J, I specialized in managing public involvement programs for significant transportation improvement projects in Nevada, Colorado, and Montana. My role encompassed creating and implementing communication strategies to engage the public, stakeholders, and communities affected by these projects.

I utilized effective communication channels to disseminate project information, address concerns, and gather public feedback. Leveraging my skills in strategic communication, I played a crucial role in fostering transparency and building positive relationships between the organization and the communities involved. This experience allowed me to contribute to the successful navigation of complex transportation projects, ensuring that the public was well-informed and involved in the decision-making process.

Account Executive

F/F/E Associates

1997 - 2004 (7 years)

As an Account Executive at F/F/E Associates, I played a pivotal role in managing radio, television, print, and out-of-home projects. My responsibilities included securing print bids and overseeing press checks to ensure the quality of deliverables.

In addition, I took on a hands-on role in content creation by writing and producing television and radio commercials. This multifaceted position allowed me to bridge the gap between clients and creative teams, ensuring the successful execution of campaigns across various mediums. My experience at F/E Associates honed my skills in account management, project coordination, and content production, contributing to the overall success of the agency's campaigns.

Education



University of Nevada-Las Vegas

UNIVERSITY OF NEVADA, LAS VEGAS (BA Communications)

1996 - 2000

University of Brighton

1998 - 1998

Licenses & Certifications



Project Management Professional (PMP) - Project Management Institute

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Certified Personal Fitness Trainer - Health Fitness Instructor (CPFT-) - (ISSA)

International Sports Sciences Association

Issued Sep 2023 - Expires Sep 2025

4579853

Skills

E-Commerce • Social Media • Email Marketing • Web Development • Skill Development • Organization Skills • Multitasking • Creative Management • Attention to Detail • Web Project Management