

RYAN J. REEVES

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SUMMARY

Introducing a devastatingly handsome, multi-faceted professional with 9 years' experience in TV, sports and marketing, across all media platforms, with an emphasis on content creation. No task too immense, no detail too trivial and creating high-quality creative content is what I do best.

SKILLS & QUALIFICATIONS

*Content Development *Digital and Print Copywriting *Athlete & Celebrity Marketing & Management
*Social Media Marketing & Research *Field Production *Digital Branded Marketing *Script Writing
*Event & Personnel Management *Copyedited multi-award winning PBS series, *E²* *Working SEO
*MS Office, FDX, Mac *Strategic Brand Management *Project Management *Studio Production

MOM, I'M FAMOUS!

The kind folks over at VoyageLA recently did a nice, long write-up on me, if you're into that kind of thing:
<http://bit.ly/2lJNrV> (please excuse to the disconcertingly large picture of my face)

PROFESSIONAL EXPERIENCE

Senior Copywriter, Wasserman

Los Angeles, CA

Nov 2015-April 2017

- Lead copywriter for **4th largest sports & entertainment agency in the world** (Forbes, Sept 2016)
- Crafted high-quality creative for elite athlete talent, high-end global brands & preeminent properties
- Primary creator of language & tone for internal global rebrand (brand book, web copy, social media bios, case studies, sizzle reel, elevator pitch, cultural attributes, letter from the CEO)
- Drove artistic direction for myriad creative requests from concept to completion (client pitch decks & videos, athlete marketing, player cards, RFPs, internal assets, speeches, headlines & tag lines, etc.)

SELECT CLIENTS:

Russell Westbrook, Anthony Davis, Klay Thompson, Giancarlo Stanton, Nolan Arenado, Andrew Luck, Jason Day, Ryan Sheckler, Pepsi, American Express, Spotify, Stance, NFL, NBA, ATP, USOC

Creative Director, blend.

Los Angeles, CA

April 2015-Oct 2015

- Chief creative officer for content arm of industry-leading marketing and tech agency
- Created **world-class, fully integrated digital content** for premium B2B & B2C brands
- Leading source of copy and creative content for clients' web, mobile & video assets
- Solidified internal brand identity through original marketing deck, sizzle reel & 'About Us'

CLIENTS: Lyft, Lumo Bodytech, Kraft, MasterCard, Carmine, Carey International, Empire CLS

Writer/Producer, CBS Sports Network (ROME, aka The Jim Rome Show)

Westminster, CA

Sept 2012-April 2015

- Literary architect for **network's #1 rated show**, transforming dense 3-hour radio script into 30-minute TV script, while maintaining integrity of content ("from a sumo to a samurai")
- Earned complete autonomy to copy-edit scripts & write original copy at personal discretion
- Supervised all production-related elements (graphics, video, drop lines & overall content)
- Became main resource for content creation, tone preservation & information accuracy

Associate Producer, ABC (Jimmy Kimmel Live!)

Hollywood, CA

Nov 2008-Sept 2012

- Conceptualized celebrity interviews & comedy bits on **Emmy Nominated variety series**
- Nearly doubled the show's celebrity athlete guest repertoire for 3 consecutive seasons
- Produced all creative & logistical elements related to guest interview segments (pitch, research, coordinate with reps & studios, pre-show prep, develop talking points, oversee video edits)

Sports Researcher/Special Event Coordinator, Global Sports and Entertainment

El Segundo, CA

Sept 2008-July 2010

- Coordinated celebrity relations for 2010 ESPY Celebrity Golf Classic, which raised \$1.63 million in net proceeds for the V Foundation, the **highest total in event history**
- Composed participating athlete biographies for 2009 ESPN The Weekend

Sales Manager, Sundance Beach

Goleta, CA

Aug 2005-Sept 2008

- Spearheaded concept of hosting annual amateur skate and surf video contests, to promote local talent and create brand awareness (First event **raised store profits** by 20 percent)
- Managed hiring, scheduling and monetary functions while facilitating daily sales operations

Director of Media Relations, Santa Barbara Breakers, 5-time WCBL Champions

Santa Barbara, CA

Sept 2007-June 2008

- Wrote pre and post-game reports and press releases for team website and local media outlets
- Negotiated sponsorship deals, coordinated promotional events and volunteered at camps
- Brainstormed marketing strategies and player personnel **decisions with owner**

EDUCATION

UC Santa Barbara, June 2008

Honors Program, College of Creative Studies

B.A. **English Literature**; Minor in **Sports & Business Management**

Accomplishments: Graduated Cum Laude, Dean's List, Scholars Honor Society nominee
