

# RYAN MISH

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See my work at [ryanmish.com](https://ryanmish.com) and [pinpointinteractive.com](https://pinpointinteractive.com)

## **EDUCATION**

**University of Florida**, Hough Graduate School of Business  
*Master of Science in Business Administration, Concentration in Marketing*  
*Certificate in Tourism and Hospitality Business Management*

**August 2023 – May 2024**  
Gainesville, FL  
GPA: 3.76

**University of Florida**, Warrington College of Business  
*Bachelor of Arts in Business Administration, Specialization in Mass Communications*

**January 2021 – May 2023**  
Gainesville, FL

## **WORK EXPERIENCE**

**Owner**, *Pinpoint Interactive*, Gainesville, FL

**June 2020 – Present**

Founded to help businesses and nonprofits across the country manage their brand, online customer experience, and marketing.

- Built and maintained network of sites for 19+ clients with over 3.5 million total visits per year, making bi-weekly updates.
- Collaborated with a large nonprofit's 3-person communications team to launch new website leveraging the Wix platform resulting in 28,000+ visits, raising \$30,000+ over the first weekend with 100% uptime.
- Overhauled an e-commerce store, from Etsy to custom website, spearheaded a marketing campaign and ran 5+ market surveys to establish client acquisition strategy that increased client's sales by 421% and AOV by over 20%.
- Implemented solutions-based sales process leveraging automations from discovery call and initial surveys to final proposals and contracts with a 93% close rate proven to improve CX.
- Adapted digital strategies overnight in response to customer feedback with data from Microsoft Clarity for custom secure portal systems built with Wix & JS.
- Spearheaded B2C marketing campaign utilizing AI for copy and graphics across socials, email, and web which resulted in 19,000+ impressions over 3 days.

**Event Logistics Coordinator**, *Reunion of the Decades*, Dade City, FL

**January 2020 – September 2023**

The Reunion of the Decades is a non-profit that throws an annual event raising funds for Pasco High School scholarships.

- Led digital transformation for the major annual event, with user-centered design for their website and email marketing campaigns, brand new visual identity, and overhauled ticketing to save 30%+, using Figma, Illustrator, and WordPress.
- Coordinated with venue and caterer, managed budgets of \$10,000+, and set ticket prices to organize event annually.
- Directed 15+ person teams to set up, check-in 250+ guests, and sell add-ons such as raffle tickets and merchandise.
- Managed events with Trello, Google Workspace, and customer support with custom domain and inbox.

**Digital Marketing and Operations Analyst**, *Law Offices of Darrin T. Mish, P.A.*, Tampa, FL

**May 2019 – August 2023**

The Law Offices of Darrin T. Mish, PA is a boutique law firm specializing in tax resolution and tax planning.

- Designed a new branding initiative, marketing plan, and video library for the firm's tax planning presence, Taxt. Built new website for firm branch located at [taxt.co](https://taxt.co), social media profiles, and print assets.
- Developed processes in customized CRM to support white-glove service at scale and standardize customer experience.
- Created digital workflows in Google Forms, Sheets, and Zapier for efficient data collection and administration, facilitating emergency PPP loans in 2020 for clients on a tight budget and fast turnaround.

**UX Designer and Strategist**, *SuiteDash*, Remote

**February 2021 – October 2021**

SuiteDash is a leading provider of all-in-one software for small and medium businesses across the globe.

- Planned 2-year development roadmap and high level strategy with the CEO using feedback from user interviews.
- Presented 20+ new user-tested feature ideas and designs with Figma such as LMS, Landing Pages, Custom Dashboards, and File Transfer to development and leadership team to implement these initiatives.
- Executed holistic SEO-optimized marketing website launch, from design to WordPress development and written content.
- Managed online community of over 200 active users and facilitated troubleshooting and customer service activities.

## **SKILLS AND INVOLVEMENT**

- **Skills:** Microsoft Office, PowerPoint, Keynote, Slack, Discord, cPanel, CMS, Elementor, Zapier, N8N, FigJam, Miro, ChatGPT, Logistics, Problem Solving, Customer Service, UX, Project Management, Web & Graphic Design, Presentations, 91WPM.
- **Involvements:** Emerging Leaders Case Competition (1<sup>st</sup> Place), Swamp Records (Director of Marketing, 11-person team), Hough Ambassadors (Ambassador), Gainesville Tech Hackathons (Founding Member), Theme Park Engineering and Design Club.
- **Interests:** Themed entertainment, roller coasters, photography, rock climbing, travelling (27 countries), pickleball.