

Ryan M. Forrest

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Career Highlights

As a Brand Labs Senior Account Manager, I have specialized in developing online marketing and website design strategies based on analytical data and monthly testing for over 100 successful ecommerce B2C and B2B websites in the past 5 years. Research includes baseline analysis for benchmarking (typically data provided by the client and from their analytics), qualitative end user research (detailed online and offline surveying), non-invasive A/B testing, and post-testing analysis. Campaigns are focused on long-term growth of search engine rankings, other site traffic and conversion performance.

As co-owner of Verde Lifestyles, created and implemented a multi-channel marketing strategy for a start-up business. Standard online channels included: search engine optimization for organic traffic, Adwords for paid search traffic, comparison shopping engine feed management and product optimization (ex: Nextag.com, Google Product Search, Amazon), newsletter campaigns and social media. Launched a company blog, Twitter and Facebook profiles, and built a significant online network of followers. 2012 revenue exceeded \$100,000 and we're looking at 30-50% growth by end of this year.

Personal Attributes

Analytical	Entrepreneur	Excellent Writer
Detail-oriented	Efficient	Collaborative
Energetic	Networker	Creative Problem Solver

Work Experience

Brand Labs Inc. - Account Manager

3/08 to Present

Consulted inbound leads and existing clients on ways to optimize their online sales using site analytics data and industry experience. Clients ranged from successful startups to Fortune 500 companies.

- Used client's analytics (ex: Google Analytics, Crazy Egg, UserTesting.com) to drive the direction of new online marketing campaigns as well as new design and custom programming work to optimize the user experience.
- Acted as an account strategist to strengthen each client's ecommerce presence by making calculated site layout and marketing changes based off of past and current site usage statistics.
- Tracked new program effectiveness by monitoring and measuring improvements in online conversion rates and increased traffic volume.
- Presented professional reports and future plans to CEOs, executive teams and other company stakeholders to justify ongoing services.

VerdeLifestyles.com - Co-Owner

10/09 to present

Developed a successful, profitable online business selling eco-friendly home décor.

- Create search engine marketing strategy on a monthly basis for content creation and keyword targeting.

- Analyze existing site data using Google Analytics to determine what improvements can be made to the product and category pages to increase conversions (ex: adding reviews below the thumbnails on the category pages doubled the conversion rate within 2 weeks of implementing).
- Delegate tasks to two marketing interns and 3rd party programmer as well as approve or edit copy that gets posted to the site and external article databases.
- Benchmark top eco-friendly and e-commerce websites to stay on the leading edge with our internet marketing strategy.

Education

Oakland University, Rochester Hills, MI

2005-2011

- Bachelor of Integrative Studies
- Minor in Marketing
- Additional Concentration In Psychology

Online Programming and Marketing Skills

Extremely proficient in managing and coding the Volusion e-commerce platform, Google Analytics and Crazy Egg heat-mapping software. Proficient in managing Google Adwords, writing HTML, advanced CSS, minimal Javascript, minimal PHP including some wordpress development.

Other Computer/Internet Skills

Proficient in all Microsoft Office applications, Apple iWork, Constant Contact, MailChimp, 37 Signals' Basecamp, 37 Signals' Highrise.