

RyanWilliamStirtz

Events/Field Marketing Experience



OBJECTIVE

Results-driven Events/Field Marketing Manager with a strong background in demand generation, sales, digital marketing and creative direction.

I'm motivated, energetic, reliable and currently seeking a mid to senior level manager or director position where I can execute high quality, memorable, buzzworthy, maximum lead generating field marketing programs for an exciting and innovative company remotely or in the SF Bay Area. Please take a look at some of the projects I've worked on throughout my career.

Thank you for your consideration,

Ryan

Regional Field Events - Signal Labs

- Event lead for multi-city, prospect/customer networking events (breakfast or dinner)
- Worked with Sales and ADRs to gather top Enterprise Account targets
- Top notch venue selection
- Branded Splash registration sites
- Topical roundtable discussions
- A/V demo station set-up
- Collateral takeaways/follow-up
- Reduced attrition by 50% after taking over.



Virtual Events/Webinars

- Sponsorship selection & negotiations
- Platform and/or virtual booth branding
- Presentation building / uploading
- Post-event stat reporting and attendee follow-up
- Webinar tech dry-runs
- Webinar registration site set-up
- Moderate live events/ field questions

CURTIS & COULTER HOME AGENDA VIDEO STREAM SPONSORS LOUNGE HELP

Case Study: ExxonMobil Response to Trump Tweet

Monday, October 19, 2020

Trump makes comments at rally about campaign fundraising, insinuating that ExxonMobil's CEO would trade campaign funds for permits.

ExxonMobil @ExxonMobil · Oct 19
We are aware of the President's statement regarding a hypothetical call with our CEO... and just so we're all clear, it never happened.

Exxon's Twitter Response 10/19/20: 155K Retweets, 109.6K Likes

Exxon responds to Trump's hypothetical phone call on Twitter.

Alexandra Combs-Cook calls on Exxon to comment on Trump's rock phone call.

New York Times: Trump describes hypothetical call with Exxon, Exxon says: 'It never happened.'

Exxon after Trump fundraising comment: 'Just so we're all clear, it never happened.'

Exxon after Trump fundraising comment: 'Just so we're all clear, it never happened.'

JENNIFER GRANSTON
HEAD OF SALES
CHIEF CUSTOMER SIGNALS
Pursuite

VIRTUAL TOWN HALL EVENT

Narrative Intelligence in Action

signal LABS

FEATURING:

- MIKE BUCKLEY
Twilio
- COLLEEN MCGROARTY
Prudential Financial
- JENNIFER GRANSTON
Signal Labs

REUTERS EVENTS

Pharma Marketing USA

Virtual | September 29-30 #ReutersEvents

Roundtable Discussion: Building and Protecting your Brand in the COVID Era

September 29th, 2020

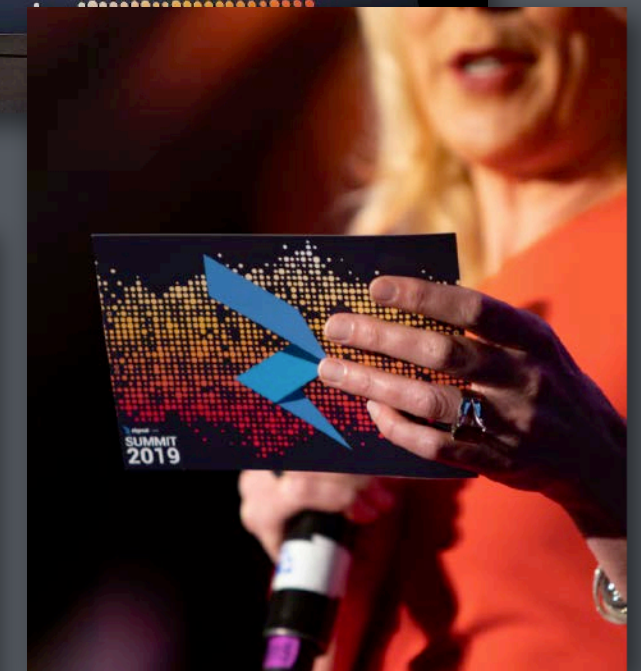
signal LABS

Grid of participant video feeds:

- Participant 1
- Participant 2
- Participant 3
- Participant 4
- Participant 5
- Participant 6

Signal Labs Summit

- Event lead for 150 person annual conference
- Venue selection
- Contract negotiation
- Creative direction
- Agenda building
- F&B, Staff scheduling
- Presentation rehearsals
- Show-flow
- Networking event planning



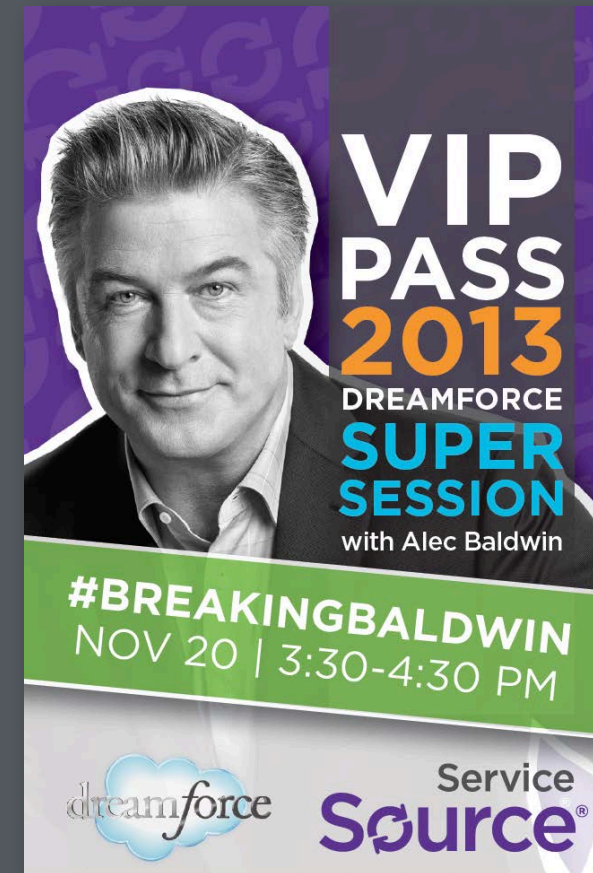
Executive Summit - ServiceSource

- Event lead for annual Executive Summit (2014, 2015, 2016), 75-100 Enterprise-level attendees, 2-day event
- Led and executed all creative direction for event
- Served as the event photographer and man-on-the-street testimonial videographer/editor
- Organized customer/employee golf event and awards show/dinner
- Hi-touch customer focused event



Dreamforce - ServiceSource

- Member of the core Dreamforce event team - platinum sponsorship deliverables (2013, 2014, 2015)
- Led and executed all logistics and creative direction for event and for restaurant takeover
- Helped determine giveaway items and creative ways to drive net new leads back to our booth
- Manned booth during exhibition hours, scanned badges, directed questions to appropriate staff



Sales Kick-Offs - ServiceSource, Signal Labs

- Member of several Sales Kick-off Meeting event teams - 125-250 employees, offsite events, multiple days
- Led all creative direction for events
- Provided on-site logistics support and set-up
- In charge of developing and running team building activity



User Conference - OS/soft

- Key member of annual Users Conference team - 1000-1500 attendees, 4-day event (2006-2012)
- Speaker Manager (up to 70 speakers total) - Managed call for papers, dry-runs, onsite speaker hospitality, speaker wrangling, bios, abstracts, headshots, video release forms
- Built all email marketing campaigns and blasted 30,000 person mailing list to drive attendance
- Hired as a contractor for both 2011 and 2012 to reprise my role



Regional Seminar Manager - OSIssoft

- Global event lead (2008-2010)
- Ran initial email marketing campaigns to drive attendance
- Organized presentations and provided onsite logistics/tech support
- Video recorded all customer presentations, edited post event
- Pulled out Value-Add and ROI statements from recordings to be used in marketing/sales efforts



Tradeshow Consulting - Vanta

- Concept and strategy brainstorming for maximum ROI
- Booth renderings
- Design/layout per spec
- Proofing with event printer, final approvals



Why Ryan?

- 15+ years of experience
- Holistic approach to roles
- Strong Creative Background
- Dedicated to Results and Company Success, Loves to Win
- Always two steps ahead
- High standards, perfectionist (but not in a bad way)



Signal Labs



ServiceSource

"I'd highly recommend Ryan to any company looking for a marketing superstar."

~ Randy Brasche, VP Marketing, Former Oracle

"His work ethic is fantastic, and he makes sure that his stakeholders get what they need. I'm pleased to recommend Ryan and will happily work with him again in the future!"

~ Matt Rice, Marketing Leader, PwC

"I am always 100% satisfied with Ryan's work. I have been especially pleased with his ability to turn a concept I have into a creative and professional outcome. I would highly recommend Ryan."

~ Tracy Kennedy, Executive Recruiter

"Ryan is also a wonderful leader, whose teams love working for him and produce better work as a result of his warm coaching and input. I really enjoyed working with Ryan, and would really look forward to the chance to do so again!"

~ Ryan Warren, CCO, LevelTen Energy

ThankYou

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