

Ryan A. Roth

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PROFESSIONAL WORK EXPERIENCE

Marketing Specialist, Pioneer DJ Americas, Inc., Torrance, California (June 2017 - Present)

- Implemented marketing and advertising campaigns by analyzing sales forecasts and developing KPIs around customer-centric brand marketing strategies, thus achieving 10% year-over-year sales goals
 - **Artist Relations:** Executed content marketing, built key relationships for gear promotion, trained renowned artists, and managed NAMM 2018/2019 talent buying (A-Trak, K-Swizz, Chris Lake, Lost Kings, and more)
 - **Budgeting:** Managed and forecasted a seven-figure marketing budget and consistently achieved monthly goals
 - **Digital:** Supported email/social media objectives; studied Google analytics reports on web traffic/paid ads
 - **Event:** Implemented strategy and oversaw product specialists for promotional events/tradeshows such as NAMM, EDC Las Vegas, Ultra Miami, Moogfest, Red Bull 3Style, and Movement Detroit
 - **Partnerships:** Developed brand partnership campaigns with Guitar Center, Sweetwater, SoundCloud, Roc Nation, United Talent Agency, Monstercat, DJ City, and Sansar VR
 - **Public Relations:** Named two products (SQUID and Koretech), coined five globally-used product slogans, created seven product case studies, and ran campaigns with media outlets and PR agencies
 - **Visual Storytelling:** Directed global video campaigns including Eminem Mashup with Sickick & AS-1 (4MM views), DJM-S3 Launch Video (108K views), Behind The Sounds with Grammy winner, Latroit (11K total views), and managed the Nervo interview in the 'Under a Strobe Lit Sky' documentary (10K views)

Analyst, CliftonLarsonAllen LLP, Saint Louis, Missouri (January 2015 – May 2017)

- Analyzed new private equity business opportunities and constructed insights on portfolio performance data to help drive new revenue within the growing financial management department
- Fulfilled internal communications by developing marketing materials, newsletters, and a wellness campaign

Intern, PGA TOUR, Inc., Ponte Vedra Beach, Florida (Summer 2014)

- Supported the marketing, sales, and finance teams through various executive-level projects to help the TOUR achieve their position as the premier organization in golf

FREELANCE

DJ & Producer, Roy LaCroix & driver405, Los Angeles, California (January 2012 - Present)

- Comprehensive understanding of electronic music marketing, creative direction, music distribution, sound design, and digital recording
- Opened for artists such as Diplo, Steve Aoki, Paul Oakenfold, Wolfgang Gartner, and Duke Dumont
- Advanced knowledge of software such as Serato DJ, Ableton Live, Rekordbox, and Adobe Photoshop

Assistant Event Manager, Disco Donnie Presents, Saint Louis, Missouri (May 2016 – June 2017)

- Responsible for artist relations, tour management facilitation, and event management/marketing

Marketing Consultant, Chrona Sleep, Saint Louis, Missouri (May 2015 - September 2016)

- Startup consulting on market research, fundraising, and alpha testing for a smart pillow in seed funding stage

EDUCATION

University of Missouri – Columbia

Bachelor of Science, Business Administration

Minors – Psychology & Entrepreneurship

Cumulative GPA - 3.90 / 4.00

Graduation - May 2014