



RYAN FARRELL

Content strategist, copywriter and user experience designer.

CONTACT INFO

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p: (310) 938-2779

EXPERIENCE

Sr. Copywriter & UX, TrueCar: 2017 - Present

Responsible for voice, tone, clarity and conversion optimization for all car-buying and selling products within the TrueCar experience.

Sr. Content Strategist, Inspire: 2016 - 2017

Researched, wrote, designed and published content designed to encourage people to adopt smart technology and clean energy in their homes.

Creative Director, Wpromote: 2013 - 2016

Founded and oversaw creative department within 200-person online marketing agency. User-experience and content strategy for all client product marketing.

Sr. Creative Strategist, Wpromote: 2012 - 2013

Graphic design, user experience design and copywriting. Strategic leadership and management of integrated online marketing campaigns.

Content Strategist & SEO, Wpromote: 2010 - 2012

Researched and identified opportunities for organic growth through earned, owned and paid channels for enterprise B2B and B2C clients.

Drummer, Guttermouth: 2005 - 2011

Traveled 5 of the 7 continents, played music in front of 10's of 1000's of people, and learned the value of teamwork while crammed in the back of a tour van.

EDUCATION

B.A. Political Science, CSULB

Pre-law. Graduated with honors in 2007

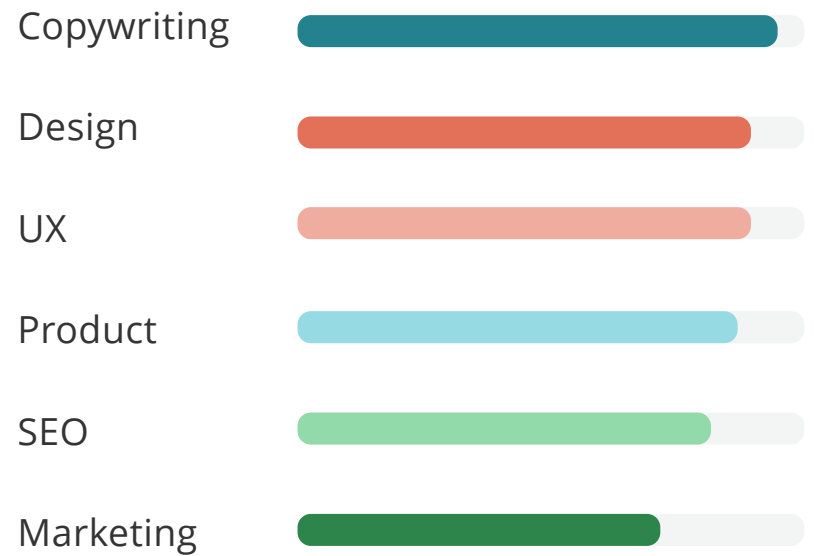
UX Design, General Assembly

Design, research and usability training

Front-End Web Dev, General Assembly

HTML5, CSS3, Javascript

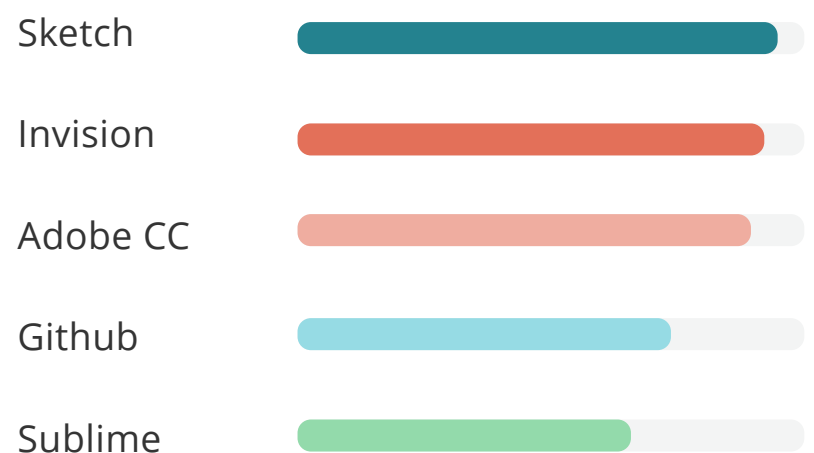
CREATIVE SKILLS



TECHNOLOGY SKILLS



SOFTWARE



HOBBIES

