

# RYAN EGGLESTON

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## PROFESSIONAL SUMMARY

Enthusiastic professional offering superior competency in marketing strategy development and implementation. Creates informative blog posts and engaging content across various social media platforms with training in consultative sales. Known for innovation and exceeding quarterly goals.

## SKILLS

- Analytics and Metrics
- Business Operations
- Copywriting
- Digital Content Platforms
- Google Analytics
- Keyword Research
- Social Media Best Practices
- Social Media Trend Analysis

## WORK HISTORY

Sep 2022 - Current

### **Social Media Marketing Intern**

WHEELHOUSE Center For Health  
And Wellbeing - Fairfax, CT

- Support branding, digital marketing messaging and advertising campaigns by engaging with followers on various social media platforms.
- Conduct daily updates to social media profiles to boost company online presence.
- Design and present social media campaign ideas.
- Contribute to mock-ups, email campaigns and social media content.

Jun 2022 - Current

### **Freelance Content Writer**

Contracted - Harrisburg, PA

- Incorporate SEO keywords into copy to increase search result rankings, producing higher traffic.
- Wrote advertising copy for online content, adhering to employers' overarching brand identity and personality.
- Customize brand message to capture target audience interest and drive engagement.
- Present clients with unique copy options based on overall marketing objectives.

Oct 2021 - Current

### **Member Service**

### **Representative II**

Members 1st FCU - Harrisburg,

- Help large volume of customers every day with a positive attitude and focus on customer satisfaction.
- Learned and maintain in-depth understanding of product and service information to offer educated

PA

responses to diverse customer questions.

- Train and direct new employees in call script use, conflict resolution and data entry practices to boost customer satisfaction ratings.
- Surpass sales goals through implementation of effective marketing strategies.
- Increase performance by monitoring team member productivity and providing feedback.

Jun 2021 - Oct 2021

**Teller**

Wayne Bank - Clarks Summit,  
PA

- Answered customer inquiries regarding account balances, transaction history, services charges and interest rates.
- Processed customer transactions promptly, minimizing wait times.
- Learned about customer's financial needs, established trust and optimized sales opportunities resulting in quality customer service.
- Identified sales opportunities and referred customers to branch partners in financial services.

## EDUCATION

Dec 2020

**Bachelor Of Science:** International Business

University of Scranton | Scranton, PA

- Member of Portfolio of Responsible Investments Under Student Management (PRISM)
- Member of International Business Club
- Study Abroad: Tokyo, Japan

## CERTIFICATIONS

- Digital Marketing, HubSpot - Issued Apr 2022
- Content Marketing, HubSpot - Issued Nov 2021
- SEO, HubSpot - Issued Nov 2021
- Google Analytics, Google - Issued Nov 2021

## LANGUAGES

**English**

Native or Bilingual

**Japanese**

Professional Working