

Ryan McDowell

Communications, marketing and press specialist adept at content design, digital platforms and events organisation - with a focus on inclusivity, accesbity and analytics.

Education:

University of Kent |
(SEP 2016 – JUN 2020)
(BA) English and American
Literature (2:1)

Work Experience:

Pelham Communications | Digital Intern

(NOV 2023 – FEB 2024)

- Assisting on client accounts to provide content plans, asset creation and strategy for digital platforms.
- Managing internal social accounts - writing copy and designing stories/reels/carousels with co-ordination with press teams.
- Undertaking research tasks, community management and using relevant platforms (Cision, Social Status) to support wider teams.
- Implemented multiple top performing socials posts for the year, increasing engagement by 20%.

Thames-Side Studios | Arts Management Assistant

(JUN 2023 – SEP 2023)

- Management/organisation of studio holders and artist's contracts for studio renting, allowing for ease of access and usage of space.
- Assisting in diary planning and scheduling of Photography Studio, Education Space and Spray Booth for artist's use.
- Facilitate smooth operation of on-site gallery and six exhibitions during employment which changed every two week (100+ guests per show).

Rambert | Arts Administration Assistant

(MAR 2022 - MAR 2023)

- **Audience Team** - Skilled in CRM software (Blackbaud/Patronbase) and MailChimp – aiding launch of rebrand (Wordpress/Drupal) and co-ordinating mailouts for contact database of over 50,000.
- **Development Team** - Running Friends membership scheme, assisting with National Portfolio application, fundraising research, finance reporting and web design.
- Content creation adhering to brand guidelines for campaigns and outreach (Photoshop, Premiere Pro).
- Assisted in events co-ordination - hosting press nights, photocalls, premiere receptions and supporters' events.
- Supporting Publicist with collation/filing of press coverage, media monitoring, research, relationship building and pitching.

Pip Gill Entertainment | Junior Publicist

(DEC 2021 – MAR 2022)

- Copywriting for client biographies, press releases, brand pitches and updating media contacts database.
- Entirely redesigned company website including web design, copy, video editing and image sourcing/licensing.
- Creating mailouts, communicating clearly with journalists and production companies for features and PR campaigns.
- Maintaining brand image and social media outreach.

Technical Skills:

CRM	CMS
HTML	Adobe CC
Socials	Wordpress
Mailchimp	Analytics
Photography	Ticketing

Soft Skills:

Communication	Adaptability
Active Listening	Creativity
Problem Solving	Collaboration
Time Management	

- Friendly, outgoing, and able to work effectively within a team large or small
- Calm under pressure and proficient in supporting others.
- In my spare time I enjoy photography, reading, going to live gigs and collecting records.
- I bring the best homemade sourdough to the office