

JAMES RYAN ROBERTS

Ryan@JamesRyanRoberts.com | 917-640-4533 | Los Angeles

JamesRyanRoberts.com

Accomplished Right and Left-Brain Problem Solver with a unique combination of work experiences that have developed my ability and confidence to identify obstacles and create solutions in both business and creative situations.

Core Skills

- Strategy Development
- Project Budget Creation
- Contract Negotiation
- Business Development
- Competitive Analysis
- Logistical & Monetary Efficiency
- Strong Written & Verbal Communication
- Creative Direction
- Photography Expert
- Content Production
- Advanced Retouching
- Visual Storytelling
- Creative Problem Solving
- Wireframing & UX/UI Design Collaboration

Software & Apps

Adobe Photoshop • Adobe Bridge • Adobe Lightroom • Capture One • Sketch • Quickbooks • Evernote • Wordpress • Visual Composer • WP Bakery • Invision • Bugherd • Microsoft Office Suite • Google Workspace • Active Campaign • Trello • Toogl • Dropbox • Keynote

Professional Experience

Business Strategist & Content Producer | JamesRyanRoberts.com | Los Angeles COVID - Present

Every business can be improved. Every organizational chart can be optimized. Every P&L can become more profitable. Sometimes, a company's vision just needs to be communicated to an experienced person that can look at it with fresh eyes and ask a lot of questions. I have a proven track record of entering a business, asking a lot of questions about every aspect of the business, and implementing changes that lead to revenue and profit margin growth. Available for full-time, contract and project based work. JamesRyanRoberts.com

Studio Director | CONVYR | Los Angeles 12/2018 - 5/2020

CONVYR is a premier creative content studio producing the highest quality visual assets across all media - from E-commerce, social media, to advertising campaigns. Committed to the success of our clients, our team is a one-stop solution for impactful images and videos that deliver on our promise of Greatness, Captured. Clients included: Kendra Scott, MVMT, Manduka, Frank & Eileen, Grayson. CONVYR.com

Responsibilities & Achievements

- Increased revenue by over 115% in first year as lead
- Exceeded gross profit margin KPI by 5% on all company projects and 12% on projects under my direct supervision
- Led budget and legal negotiations on company's largest service provider agreement including conceiving and negotiating additional annual license buyout advance worth over 18% of contract value.
- Modified all process, infrastructure and tech stack inefficiencies with a focus on efficiency through simplifying
- Clients' and vendors' main point of contact
- Responsible for creating and negotiating budgets, Creative Service Agreements, and SOWs for all productions
- Built project estimate calculator and various budget models

Head of Creative Content & Client Development | [netamorphosis](http://netamorphosis.com) | NYC 08/2017- 07/2018

[netamorphosis](http://netamorphosis.com) is a digital transformation agency that acts as an integrated partner to help businesses and organizations at growth inflection points achieve their greatest potential in the digital economy. With shared performance objectives (KPI's) we align compensation in order to drive the most dramatic growth possible through leadership and execution of eCommerce and omnichannel strategies and initiatives. Clients included: New Museum, Frances Valentine, Aerin, Newport Academy, RYU. netamorphosis.com

Responsibilities & Achievements

- Contributed to the development of client strategies including content & competition analysis, category landscapes and final strategy deliverables
- Maintained visual asset databases for clients' E-commerce platforms including product shot lists by SKU's

Professional Experience

- Advisor and confidant to the CEO for executive level dealings with clients, partners and prospects
- Generated proposals, SPA's, schedules and SOW contracts catered to clients' specific needs
- Developed photography style & technical guide for E-commerce platform & brand relaunch
- 90+ Sketch wireframes for client's E-commerce platform relaunch
- Implemented prospect underwriting resulting in immediate reduction of wasted resources on unqualified leads
- Increased revenue by revising pricing structure for all outgoing SOW's
- Formalized all company contracts into templates to standardize outbound process

Visual Content Strategy & Production | Blank Screen Visuals | Los Angeles & NYC

08/2009- 08/2017

Blank Screen Visuals is a creative content & design studio with clients that included Estee Lauder, Revlon, Harper's Bazaar, Random House Publishing, Hearst Communications, The Heinz Foundation, Marriott Intl, and Radisson Hotels. BlankScreenVisuals.com

Responsibilities & Achievements

- Responsible for client visual content strategies and content creation
- Handled all contract & budget creation and negotiations
- UX & UI design for Wordpress platform development
- Campaigns for Estee Lauder, Clinique, Revlon, Valentino, Louis Vuitton, Loft, StriVectin, Temptu, Marc Fisher, Living Proof, Met-Rx, Northbound Treatment
- 18 piece large-format installation commission for the lobby of the Marriott St. Louis Grand Hotel (40+ feet of artwork)
- Commissioned for 4 large-format pieces for Radisson Blu Downtown Minnesota lobby
- International micronutrients campaign with Lucy Liu in Haiti for the Heinz Foundation and UNICEF
- Lead on-figure photographer for Harper's Bazaar's e-commerce platform ShopBAZAAR.com
- Editorial Features for Fitness, Seventeen, Cosmopolitan, Redbook, Cosmo Latina

Managing Partner | NEO Studios | NYC

03/2005- 08/2009

Commercial production studio located in New York City with clients that included Bergdorf Goodman, Bloomingdale's, Macy's, Kenneth Cole, Avon, Nautica, Adidas, Y-3 and a number of editorial clients.

Responsibilities & Achievements

- Responsible for all aspects of marketing, business development, strategy, production, budget negotiations, client relations and studio operations
- Created and implemented business development strategy while running day-to-day operations
- Clients' and vendors' POC. Responsible for negotiating budget, terms and conditions for all productions
- Developed all operational procedures and delegated duties to full-time and freelance workers
- 30%+ annual revenue increases each year during my tenure
- Raised revenue to \$900,000 within 3 years of taking over operations for this start-up company

Commercial Real Estate Sales - Retail Specialist | Colliers International | FL

01/2000- 02/2005

Full-service commercial real estate firm offering sales, leasing, asset and property management, corporate services, valuation and consulting services. Colliers.com

Responsibilities & Achievements

- Brokered sales contracts for commercial properties
- Negotiated long-term commercial lease agreements between landlords & tenants
- Represented large investment institutions, multinational retail chains, & individual investors
- Successfully completed back-filling "big box" vacancies and excess space disposition for Federated Department Stores, Homeplace, Sears, Pep Boys, Pharmor, Madison Marquette
- Initiated and lead southeast regional team for landlord disposition assignments
- Exclusive regional broker for Chipotle Mexican Grill, BankAtlantic, Great Clips, Boston Market, Bernie's Coffee & Tea, Encore Bank, Quizno's Classic Subs, Northern Ventures Restaurant Group
- Coordinated national chain market expansion for over twenty franchisees
- Brokered 2nd fastest market expansion for Great Clips chain (28 deals within 24 months)

Education

Florida State University | College of Business

- Bachelor of Science in Finance
- Bachelor of Science in Real Estate