

# Ryan Gans

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## PROFESSIONAL SUMMARY

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Creative marketer who blends content production with insight-driven thinking. Experience spans social storytelling, real-time event coverage, and developing visuals that keep brands consistent across platforms. Brings experience in consumer research and sports media, using data and observation to shape narratives and stronger engagement. Known for reliability, thoughtful collaboration, and contributing ideas that help teams move from concept to polished execution.

## CREATIVE STRATEGY, CONTENT, & BRAND EXPERIENCE

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### NIQ

New York NY /Chicago IL/Remote

*Customer Success Analyst*

Jul. 2024 – Present

- Synthesized 75+ consumer and sales analyses for P&G Ventures, quantifying 750M dollars in growth opportunities.
- Developed storytelling decks aligning RMS and panel findings with brand objectives for key client meetings.
- Collaborated across Home, Family, and Baby verticals to translate consumer trends into data-informed insights.
- Planned a 50-person Vertical team event for Chicago leadership meeting, managing venue, budget, and logistics.

*Customer Success Intern*

Jun. 2023 – August 2024

- Conducted analysis for P&G Family Care and Hair Care, organizing findings into clear, story-driven presentations.
- Led a group project culminating in a final presentation to senior leadership and the client, shaping insights.

### Israeli Elite Hockey League (IEHL)

Tel Aviv, Jerusalem, Israel

*Marketing/Public Relations Intern*

Jun. 2022 – Aug. 2022

- Developed multi-platform social content for IEHL and Maccabi Games, driving engagement across fan communities.
- Produced game-day visuals and live updates that translated key moments into cohesive storytelling for audiences

### Alpha Epsilon Pi Fraternity

Columbus, OH

*Philanthropy Chair*

Aug. 2021 – May 2024

- Designed branded OSU merchandise for philanthropy events, contributing to raising 15K dollars for nonprofits
- Managed planning and creative promotion for events & fundraisers, increasing engagement and chapter visibility.
- Produced a 65-minute storytelling movie by editing four years of footage to creatively highlight chapter culture.

## SKILLS, CERTIFICATIONS, & TOOLS

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**Skills:** Content creation; social media content, strategy, & scheduling; visual storytelling; video editing; presentation development & design; brand & campaign messaging; real-time event coverage; cross-platform asset coordination; consumer insight synthesis; trend & performance analysis; client facing communication.

**Certifications:** Google Ads Display; Google Ads Search

**Technical tools:** Google Suite (Docs, Sheets, Slides); Excel; CapCut; iMovie; Adobe (LR, PS); Canva; Procreate; Slack.

## ADDITIONAL EXPERIENCE

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### Greenavise

Gaithersburg, MD

*Data Analyst*

Jun. 2021 – Jul. 2021

- Translated small-business energy data into clear summaries that supported strong insight-driven recommendations.
- Organized spreadsheets and report notes that strengthened clarity and improved how findings were communicated.

### Baseball Zone

Rockville, MD

*Assistant Manager/ Coach*

Jun. 2017 – Aug 2021

- Oversaw youth programming & instruction, facilitating scheduling and daily operations to ensure quality experiences.

## EDUCATION

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### The Ohio State University, Fisher College of Business

Columbus, OH

*Bachelor of Business Administration, Marketing | Minor: Innovation and Entrepreneurship*

May 2024

*GPA: 3.5/4.00*

**Honors:** [MLB "Greatness in Baseball Yearly" CUT4 Topic of the Year Award](#)