

Ryan Gans

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PROFESSIONAL SUMMARY

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

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

Marketing & Creative: Content creation; social media content & strategy, visual storytelling, brand & campaign messaging, creative brand strategy, presentation design, copywriting, trend analysis, consumer insights, performance analysis, AEO, SEO, videography and photography (cameras: DJI Pocket 3, Cannon R50V 14-30mm).

Certifications: Google Ads Display; Google Ads Search

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

ADDITIONAL EXPERIENCE

Madison Avenue Furs

New York, NY

Freelance Marketing/ Social Support

May 2026 – Present

- Photograph and edit luxury inventory representing more than \$500K in resale value for e-commerce and social media.
- Create short-form video & photography promotional content to showcase new inventory & strengthen digital presence.
- Collaborate on content strategy to identify opportunities to better connect social media with sales performance.

The Lake Affect Podcast

New York, NY

Technician & Producer

May 2026 – Present

- Support recording setup, camera operation, and audio workflows during production.
- Design & edit thumbnails for post production delivery.

EDUCATION

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](#)