Ryan Neal

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Highly skilled Marketing Manager capable of developing and implementing programs to achieve goals.

**Experience**

**Capstone Precision Group (Formerly Berger Bullets and ABM Ammo)**

***North America Ammunitions and Components Marketing Manager March 2017 - Present***

* Develop and Implement marketing strategies to increase market share with a team of six.
* Spearhead all R&D into new cartridges and bullets with our Chief Ballistician and Tech Team.
* Assist in merger implementation and worth with Production Manager to give advice on efficiency and practices to lower costs.

***Consumer Ammunition Operations Manager August 2015 - March 2017***

* Decrease costs and increase efficiency while maintaining quality through modifying purchasing and production activities, making us able to reduce our selling price by 20-30% on all ammunition lines, giving us a better foothold in a very competitive marketplace.
* Run all operations and production activities, directly managing a team of three while also overseeing activities of marketing, purchasing, sales, and accounting departments.
* In charge of all maintaining all company registrations: FFLs, city and state tax permits, etc.
* Assist Marketing Team by training new hires in web design and social media.

***Marketing Specialist October 2012 - August 2015***

* Handle all escalated sales calls and defective product reports.
* Train graphic designers in web and print layout and assist with design work.
* Program, maintain, and write all copy for multiple websites with over 15,000 hits per day.
* Run social media campaigns, increasing social media presence from Facebook only with 2,000 followers to being on all relevant platforms with over 15,000 followers.
* Write weekly blogs and monthly newsletters, increasing subscription base by ten times.

**PrintPlace.com LLC, Modern Greetings, and United Graphics**

***Prepress Operations November 2010 - October 2012***

* Develop and implement new workflows, saving company over $1m per year.

***Mailing Services Specialist February 2010 - November 2010***

* Lead a team of three to increase mailing services sales by over 20%.

**American Marketing Association**

***Assistant Director of New Media Special Interest Group January 2009 - February 2010***

**Education**

**California State University Northridge, Northridge, CA. *Graduated December 2007***

* Received a Bachelor’s of Science in Business Marketing.