



Ryan Wilson Neal

Marketing Manager

EXPERIENCE

CAPSTONE PRECISION GROUP, LLC - OCTOBER 2012 TO PRESENT

Marketing Manager and Lean Six Sigma Site Responsible Black Belt (10/16 - Present)

- Utilize Lean Six Sigma (L6S) management practices and training to reduce costs and increase product quality
- Determine L6S project priorities and oversee all major project teams to ensure proper procedures are being followed and reduce cost/time involved with each activity while improving probability of project success
- Assist operations managers with standardized operating procedures (SOPS)
- Interview, Hire, Onboard, and Manage marketing organization team
- Use project and time management tools such as trello and microsoft project to ensure efficient and effective activities throughout marketing department
- Manage financial stewardship for all five of our brands and all marketing related activities
- Create brand loyalty and interest by developing company culture practices and deploy marketing strategies to support existing customers while attracting new customers.
- Lead market research by surveying customer base and reaching out to the public for opinion and request.
- Manage all events and tradeshow by filling out and filing all related paperwork, working with vendors to design booths and exhibits, determining and managing staff at events, and training all staff that attend events
- Oversee and assist with all website marketing activities for our brands
- Assist the public relations department with press releases, social media, blogs, and new product releases via content creation, web posting, and social posting

Operations Manager (10/13 - 10/16)

- Fully managed a small subsidiary company of Capstone, which included all upper-level activities from filing all business paperwork, taxes, insurance, etc. to balancing budget

Marketing Specialist (10/12 - 10/13)

- Developed and maintained marketing strategies
- Acted as a social media focal point and web content creator and manager
- Built branding through consumer engagement activities such as tradeshow, advertising, and public relations

PRIOR RELEVANT EXPERIENCE

Prepress Manager at Printplace.com (11/10 - 10/12)

- Used various statistical methods and computer programs to increase profitability of company while also decreasing labor involved by 50%
- Set up the prepress department of a subsidiary company, ModernGreetings.com

CONTACT

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CAPABILITIES

WORK SKILLS

- Lean 6 Sigma Black Belt
- Brand Management / Customer loyalty
- Team Management
- Time Management
- Interview, Hire, and Direct Reports
- Develop and Lead Marketing Strategy
- Market Research, Web Analytics, Customer Engagement
- Web Design Including Online Sales and Advertising
- Financial Stewardship / Budgeting

TECHNICAL KNOWLEDGE

- Adobe Suite: Premier Pro, Photoshop, Illustrator, Indesign
- Team Management: Salesforce, Slack, Basecamp, Trello
- Office 365: Admin, Project, Word, Excel
- Web Development: HTML 5, CSS, Wordpress, SEO

EDUCATION

NAMMO, GMBH

Lean Six Sigma Black Belt Certification Program (2019)

CALIFORNIA STATE UNIVERSITY NORTHRIDGE

Bachelor of Science in Business Marketing (2007)