



Ryan Wilson Neal

Marketing and Program Manager

CONTACT

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CAPABILITIES

WORK SKILLS

- Lean 6 Sigma Black Belt Program Management
- Financial Stewardship / Budgeting
- Brand Management / Customer Loyalty
- Team Management
- Time Management
- Interview, Hire, and Direct Reports
- Develop and Lead Marketing Strategy
- Market Research, Web Analytics, Customer Engagement

ADVANCED TECHNICAL KNOWLEDGE

- Team Management: Salesforce, Slack, Basecamp, Trello, Clickup, Teams
- Office 365: Admin, Project, Sharepoint, Excel (Visualbasic), Powerpoint, Word
- Web Development: HTML 5, CSS, Wordpress, SEO, Google Analytics
- Full Adobe Suite: Premier Pro, Photoshop, Illustrator, Indesign

EDUCATION

NAMMO, GMBH

- Lean Six Sigma Black Belt Certification

CALIFORNIA STATE UNIVERSITY NORTHRIDGE

- Graduated with Bachelor of Science in Business Marketing (2007)

EXPERIENCE

CAPSTONE PRECISION GROUP, LLC - OCTOBER 2012 TO PRESENT

Marketing and Lean Six Sigma Program Manager (10/16 - Present)

- Utilize Lean Six Sigma (L6S) management practices and training to reduce costs and increase product quality, leading Capstone to become the most profitable subsidiary of Nammo Group per capita in 2020-2021, and on track for 2022
- 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
- Lead project teams, including a major L6S project team that reduced projected company costs by over 1.5 million dollars per year, directly leading to Capstone becoming team of the year for Nammo Group in 2019
- Train Nammo Group employees from throughout North American in the use of Lean 6 Sigma practices
- Assist operations managers with standardizing all operating procedures
- Manage financial stewardship for all five of our brands and all marketing related activities, including balancing the budget for the marketing department
- Create brand loyalty and interest by developing company culture practices and deploy marketing strategies to support existing customers while attracting new customers.
- Interview, hire, onboard, and manage marketing organization team
- 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 subsidiary company of Capstone, which included all upper-level activities from filing all business paperwork to balancing budget and overseeing sales, purchasing, and production departments

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 tradeshows, 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