

HELLO!

RYAN HOLGUÍN

Half crystal ball, half detective with a sharp, artistic eye and an appetite for data-backed insights, I'm a Creative Strategist with 5+ years' experience of delivering high-level, creative solutions for blue chip companies, emerging brands & startups, and nonprofits.

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SKILLS

Adobe Creative Cloud
Graphic Design & Brand Identity
Art Directing & Production

Bilingual (Spanish Fluency)
Copywriting (Script, SEO, social media, and creative writing)

Digital Illustration
Film & Digital Photography
AI Literate: Midjourney, ChatGPT

EXPERIENCE

Senior Creative Strategist
Praytell Agency
2021 – 2023

- Led creative ideation across agency practices and client brainstorms to produce on-trend campaign & seasonal solutions brands like Anheuser-Busch, Camarena Tequila, Canadian Tourism Board, Clairol, Electrify America, Fender, Klaviyo, Lush, Marriott, Sally Beauty, and SmartyPants Vitamins
- Developed original headline-earning, campaignable ideas from conception to production that surpassed engagement and awareness KPIs across deliverable mediums like video, social media, and big PR stunts
- Pitched and won new business that generated 15+ new clients and over seven figures in agency revenue with a focus on insight-driven consumer and cultural research to build briefs and executable proposals
- Owned day-to-day creative direction to launch original paid & organic content for multi-platform social and digital retainer accounts while managing a team of copywriters, designers, video editors, and social strategists, and working in tandem with creative directors
- Integral contributor to company culture; mentored junior team members, led internal resource group for 20 Latino employees, and promoted agency's reputation by independently identifying and signing pro-bono accounts

Creative Strategist
RFI Studios – Ruder Finn
2017 – 2021

- Secured new business by prospecting, researching, and delivering pitches
- Conceptualized digital programs from ideation to launch via content strategy with an emphasis on copywriting, media planning, and art directing
- Guided clients through adoption and leveraging digital to accomplish business objectives while prioritizing corporate social responsibility
- Cultivated client relationships as main point of contact with a proven track record of exceeding goals and long-term partnership growth
- Oversaw direct reports of interns and junior team, built and tracked budgets, and managed seven-figure projects

International Program Intern
The Museum of Modern Art (MoMA)
2017

- Managed department website and online presence, including creation of original content, crafting promotional copy, and overseeing backend with CMS editorial and Google Analytics reporting
- Organized events with donors, artists, diplomats, scholars, galleries, & museums; captured event photography and archived department press clips

EDUCATION

Pratt Institute
Certificate in Graphic Design
2022 – 2023

- Completed professional and multidisciplinary development program in graphic design with intensive classes including brand design and corporate identity, typography, editorial illustration, and Adobe Creative Cloud courses (Photoshop, Illustrator, InDesign, After Effects); Achieved 4.0 GPA while working full time

Vassar College
B.A. in Art History
Minor in Hispanic Studies
2013 – 2017

- Presented senior thesis for Smithsonian exhibit at the Hunter Museum
- Recipient of Geraldine Gewirtz Friedman '41 Career Development Fund award
- Pindyck Fellow and intern to Director of the Frances Lehman Loeb Art Center, assisting in research, writing, and project management for book publication