

Ryan Cosgrove

Creative Director | Brand Advocate | Strategist | Client Engagement

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Greetings future colleagues and collaborators,

With over 10 years of experience leading teams and developing creative strategies I excel in delivering effective campaigns, digital experiences, and content that inspire audiences and clients alike.

PROFESSIONAL EXPERIENCE

Associate Creative Director | Collegis 2022 - April 2024

- Managed the creative vision and direction for 12 different universities and colleges in alignment with client objectives and brand identity
- Lead and inspired 8 person creative team including copywriters, designers, and other creatives, fostering collaboration and innovation
- Lead Creative Director for prestigious medical and health sciences institution with annual client billings of \$1M.
 - Increased inquiry volume by 182% YoY
 - Improved paid media conversions 50% YoY
 - Increased non-paid site traffic +67% sessions, +57% engaged sessions, +280% conversions

Creative Director | Envoy Mortgage 2021 - 2022

- Managed enterprise digital, social, and print marketing collateral for a \$500M annual revenue business
- Oversaw a 14 person crossfunctional corporate creative team of designers, writers, project managers, and videographers
- Strategized, collaborated, and maintain strong relationships with marketers, loan officers, and executive suite
- Proactively educated team members and partners on best practices and emerging digital design trends
- Oversaw 6 person overseas design and developer contract team

Design Manager | Fingerhut 2015 - 2021

- Managed digital and print creative for \$1B ecommerce websites Fingerhut.com & Gettington.com
- Oversaw a team of 9 Digital Designers, Developers and Copywriters
- Managed the internal development of private label brands
- Oversaw relationships with internal divisions (eComm, Operations Marketing, Merchandising)

PREVIOUS EXPERIENCE

Art Director | Bluestem Brands 2012 - 2015

Digital Designer | Bluestem Brands 2010 - 2012

Web Designer | Spinutech Digital 2007-2010



EDUCATION

University of Northern Iowa
B.A. Graphic Design Art Studio
08/2003 - 05/2007 Cedar Falls, Iowa

ACHIEVEMENTS

Revenue Growth

Lead a multimedia campaign that resulted in a yearly revenue increase of \$2M for a major client.

Excellence in Productivity

Re-developed creative department operations and production processes that improved project delivery times by 20% and enhanced client satisfaction.

Team Building and Creative Leadership

Fostered an environment of creative problem solving that provided creatives the opportunity to develop their skillset while feeling support and guidance.

SKILLS

Team Leadership Creative Strategy

Digital and Print Design Copywriting

User Experience Google Ads

Meta Advertisements

PASSIONS

Visual Storytelling

Crafting compelling narratives through visuals, to foster strong connections between brands and audiences.

Outdoor Recreation

Hiking, biking, boating, floating...if it involves exercise and the great outdoors count me in.