

# RYAN MELLICK

## Creative Marketer | Branding, Storyteller

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### EXPERIENCE

Creative Marketing Senior Producer/Writer 2010 - 2023  
CNN Creative Marketing Atlanta, GA

The award-winning creative team guiding the worldwide leader in news.

- Directed promotion with data driven strategy, and impactful brand messaging
- Performed end-to-end strategic marketing & conception across all channels
- Provided comprehensive campaign launch & series support for Forensic Files II, enabling it to become a #1 True Crime Series
- Managed high-profile marketing projects including Anthony Bourdain: Parts Unknown, American Style, and Chasing Life with Dr. Sanjay Gupta
- Conceptualized CNN's online streaming service marketing materials, featuring Chris Wallace and the docu-series "The Murdochs: Empire of Influence"
- Served on the Equity and Diversity Committee to create equal opportunities for outside agencies and vendors

Marketing Producer/Writer 2009 - 2010  
FOX 5 Atlanta Atlanta, GA

- Created content for station campaigns, daily promotion and extended projects
- Maintained brand standards at local and national levels
- Represented and led company at local public events and activations
- Produced, shot and edited marketing materials, public service announcements and digital work

Promotions Producer & Videographer 2005 - 2009  
WRBL News 3 Columbus, GA

- Conceived, produced and delivered effective station, talent and brand promotion
- Maintained all local and network promotion
- Communicated to consumers and potential viewers via radio interviews, press releases and station events
- Embedded with the Army 3rd Infantry Division to provide viewers critical training and deployment information

### INDUSTRY EXPERTISE


Branding Strategy	Copywriting & Storytelling
Partner Management	Omni-Channel Creative
Effective Targeted Promotion	Strategic Analysis


### EDUCATION

Video Production  
The Art Institute of Atlanta  
2003 - 2005 Atlanta, GA




General Education  
Georgia State University  
2002 - 2003 Atlanta, GA

### ACHIEVEMENTS

-  PROMAX Marketing Awards
  - 15x Global Excellence
  - 8x North American
  - 6x Team of the Year

 Magna Cum Laude  
The Art Institute of Atlanta

### STRENGTHS

-  Adaptive Creativity  
People who know me really well, would mention this first. A Swiss army knife that can be plugged in and enhance the execution of any project.
-  Project Management  
Owning all aspects of the work. Shining a spotlight on teammates when it is their time to shine.
-  Experimental  
When the time is right, exploring new ideas with an approach rooted in curiosity.