

# Ryan Krahn

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## Summary

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7+ years of production experience creating tech-powered experiences and content for global brands such as State Farm, U.S. Army and Morgan Stanley. Served as client facing subject matter expert in digital experiential marketing execution and emerging technology (AI, VR, XR, Web3) integration strategies. Strong problem solving, risk management and cross-functional leadership skills with deep expertise in navigating the ambiguous, translating creative vision into actionable plans. Comfortable directly managing teams from 1 to 15 people, flexing from strategic to tactical as needed.

## Professional Experience

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### **The Marketing Arm, *creative marketing agency of record for global brands under Omnicom*** **2021 - 2024**

*Recruited to lead experiential and digital production on State Farm, U.S. Army and Frito-Lay accounts, expanding into new business initiatives. Earned "Exceeds Expectations" performance rating '21-'24. Produced 45+ experiential activations for crowds up to 50,000+, multiple scalable event programming plans and award-winning digital campaigns over 3.5 years.*

#### **Senior Brand Activation Manager (Executive Producer)**

- Designed and integrated AI-enhanced real-time event measurement tools to deliver live data-informed analysis and strategic user-centric improvements, generating \$1M+ in revenue with expanded agency capabilities
- Orchestrated cross-functional collaboration (development, strategy, creative) for high-visibility sports sponsorship activation to increase campaign reach by 39% YoY through cohesive strategy and creative design
- Oversaw multi-agency 360 production of U.S. Army VR event kits (6 apps) on expedited 4 month timeline, creating scalable program kits for national rollout, raising overall brand engagement at 119 deployed events by 240% YoY
- Served as client facing multi-agency SME for digital experiential marketing and emerging technology (AI, VR, XR, Web3) integrations, leading creative ideation, risk management and production strategies. This expertise secured 3 new multi-million dollar contracts and expanded existing accounts, totaling over \$6.5M in growth

#### **Senior Integrated Producer**

- Produced award-winning (Webby People's Voice Award '21 & '22) mobile app relaunch campaigns for large insurance client, generating over 150M positive impressions annually and elevating brand NPS 82% over 18 months
- Optimized workflows and production processes, cutting costs by 25%, reallocating over \$350k back into campaign execution while maintaining award-winning quality
- Led cross-functional production of TMA's first VR experiential, guiding teams through the creation process and expanding capabilities resulting in an 84% client consumer conversion rate and \$2.4M in agency revenue in FY23
- Directed production of high-visibility US Army experiential campaign and CBS broadcast shoot, aligning XFN teams for flawless execution gaining 750M+ brand impressions and record engagement numbers (22M omni-channel)
- Managed multi-faceted budgets (\$3M+), employing Agile workflows and production management tools (e.g., Jira, Hive, etc.) to keep complex initiatives on track and under budget
- Mentored and grew interactive experiential production team from 3 to 9 producers, implementing specialized trainings (focused on emerging technology and marketing implementations) for executives and staff

### **Next/Now, *digital creative agency specializing in immersive interactive experiences*** **2019 – 2021**

*Led event execution while implementing advanced QA systems, cutting downtime by 83% and elevating client satisfaction to 98%. Recruited and directed internal support team of 4 to optimize experiential and semi-permanent installations.*

#### **Digital Solutions Manager (Digital Producer)**

- Executed a cross-country experiential tour for large insurance client, re-securing a \$3.5M account through creative problem resolution and strategic risk mitigation, resulting in a three-year contract extension
- Spearheaded creation of a ticketing system that reduced resolution times by 50%+, enhancing project turnaround

**Magnolia Audio/Video, bespoke A/V and home automation design, sales and integration** **2018 – 2019**

*Designed custom AV solutions leading to a 49% YoY increase in sales revenue and a measured rise in store foot traffic through strategic local integrated marketing campaigns.*

**Senior System Designer**

- Crafted local marketing strategies, boosting awareness and building brand trust leading to a 140% increase in target audience store foot traffic
- Trained technical sales teams, facilitating weekly ‘lunch and learn’ sessions to build knowledge, drive strategic department initiatives and identify areas for growth
- Planned and executed local events in partnership with luxury dealerships (e.g., Maserati, BMW), creating experiential speaker demos showcasing brand parallels and generating over \$500k in direct sales

**Freelance ERP Solution Architect & Implementation Specialist** **2016 – 2020**

*Designed and implemented scalable ERP systems for small-to-medium manufacturing businesses (up to \$100m ARR), improving operational efficiency and reduced onboarding time.*

- Managed project scope and timelines, coordinating with cross-functional stakeholders to finalize deliverables on schedule while optimizing operational efficiency by 38% on average.
- Analyzed client processes to customize ERP architecture, reducing average staff onboarding by 50%

**Abt Electronics, luxury retail consumer electronics and home design** **2014 – 2016**

*Executed targeted home-integration marketing campaigns that increased foot traffic by 31% and boosted department sales from \$850k to \$1.5M annually, leading department sales four consecutive quarters.*

**Custom Audio/Video Integration, Bang & Olufsen**

- Created localized events and demos, showcasing advanced AV systems to drive brand credibility and conversions
- Led cross-department sales coordination, applying strong collaboration skills to consistently exceed revenue goals

**Geek Squad, consumer electronics and home entertainment solutions** **2009 – 2014**

*Head of Chicagoland’s Custom A/V and Home Automation Installation teams, delivering company leading 98% CSI scores.*

**Agent, Custom A/V and Home Automation**

- Designed and installed custom audio/video systems and home automation setups, adhering to CEDIA standards
- Provided expert in-store training for store staff, greatly boosting installation attachment rates (+290% over 2 years) and driving in-home consultation business while managing multiple projects effectively

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**Passion Projects**

- VR Applications for Firefighting Training
  - *Created modular VR simulations to enhance safety protocols and cut training costs*
  - *Managed budgets and vendor negotiations for scalable VR kits, enabling expanded adoption across departments*
- Live Audience Engagement Tools
  - *Developed interactive polling and real-time engagement platforms for live entertainment venues*
  - *Oversaw resource planning and agile sprints to increase audience participation by 35%+*

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**Extra-Curricular Activities**

- Experiential Marketing & Design Contributor: Write for blogs with 20K+ weekly readers, focusing on emerging tech in experiential marketing and AI production workflow optimizations
- Gamer Club: Started and managed internal TMA game club for 3 years – focus on multiplayer video games across multiple genres and platforms
- Mentorship: Guide professionals transitioning into tech-focused event production, emphasizing advanced process optimization, production risk mitigation and creative strategy