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- * Marketing Research
- * Product Development Strategy
- * Brand Management
- * Content Promotion
- * Social Media Development
- * Data Analysis

EDUCATION

- MBA, Concentration – Marketing, Drexel University, Philadelphia, PA June 2014
Cumulative GPA: **3.85**
- BS, Music Industry, Drexel University, Philadelphia, PA 2009-2013
Cumulative GPA: **3.65**
5 Year MBA
Minor: Philosophy

EXPERIENCE

Subaru Cherry Blossom Festival of Greater Philadelphia 3/14 to Present
The Sakura Sunday festival is an initiative to encourage a better understanding of the cultural, social, and educational customs of Japan and the United States. Attendance estimated: 10,000 – 15,000

Marketing Research Consultant

- * Identify demographics, interests, lifestyles and buying habits of attendees in order to enable the Society to target key corporate and institutional sponsorship for future events.
- * Evaluate attendee turnover throughout the duration of the event to monitor success and general interest in the festival and the events within.
- * Execute and analyze the survey results to prepare a report for the Japan America Society of Greater Philadelphia to identify trends in festival attendance and to identify areas of improvement for the following year's festival.

School of Rock - Fort Washington 11/09 to Present
The first performance-based rock music school in the country, and the largest after school music program in the United States.

Teacher, Music Director, Office Assistant

- * Privately teach and inspire beginners in their study of the instrument from a rock perspective to develop their skills on and off the stage
- * Direct and lead groups of 20 students through weekly rehearsals in preparation for regularly scheduled performances. Focus on encouraging shared learning and community development.
- * Manage accounts receivable and demonstrate the face of the company at reception

Impose Magazine – Brooklyn, NY

6/12 to 9/12

Independent media outlet focused on music and culture. Features a daily updated music and lifestyle website, a television website, a globally distributed record label and a host of national events. Monthly unique views: 120,000

Intern - Marketing and Advertising Assistant

- * Graphic Design and Copywriting: advertisements for internal use to boost awareness of ecommerce site
- * Targeted and negotiated sponsors for company promoted events to minimize entrance fees and maximize attendance
- * Outreach to potential sponsors to expand and develop the client list available to contact for future events

FMQB (Friday Morning Quarter Back) – Cherry Hill, NJ

6/11 to 9/11

The premiere music and radio industry professional trade publication and website. Monthly Subscription: 10,000 Monthly hits: 3.5 million.

Intern - Director of Metal Radio Format

- * Revamped the defunct tracking system and national database for tracking radio spins on metal and hard rock format. My goal was to bring the metal format back system back into use by reconstructing the partnership database and developing a new tracking system for publication
- * Created content for the home site including news articles, industry interviews, and short blurbs

HONORS AND AWARDS

cum laude – Drexel University (2013)

Dean's List – Drexel University (Winter 2009, Fall 2010, Winter 2010)

Dean's Scholarship – Drexel University (Fall 2009 – Present)

SKILLS

SPSS, Excel, Minitab

Pursuing Google Analytics Certification

Customer Retention Projection – Shifted Beta Geometric

Adobe Photoshop CS5

Microsoft Office Suite

Empathetic Field Research

Brand Auditing