

RYAN M ALI

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PROFESSIONAL EXPERIENCE

City of Jacksonville Jacksonville, FL *Sports and Entertainment Manager July 2019-present*

- Manages all sports and entertainment events and activation for City of Jacksonville and partner agencies
- Manages contracts and ensures compliance
- Actively seeking growth opportunities within our current event schedule as well as identifying other engagement opportunities for the City of Jacksonville.
- Responsible for activation plan for Florida/Georgia annual game and all ancillary events, creating a cohesive sponsorship, marketing and logistics plan.

Baptist Health Foundation Jacksonville, FL *Director of Philanthropy, Baptist MD Anderson October 2017-July 2019*

- Principal fundraiser for Baptist MD Anderson, responsible for securing \$7M of philanthropic support through community, grateful patient and physician support.
- Worked with operations and strategy team to executive over 25 donor events throughout the year, including an annual golf tournament (increased sponsorships by 60% and revenue by 125%)
- Collaborated with Marketing and Business Development team to identify community partnerships.
- Partnered with donors, to execute a creative vision to prioritize philanthropic priorities meet their intent.
- Managed the curation of art donors with the Art in Healing program across the entire hospital system.

Cultural Council of Greater Jacksonville Jacksonville, FL *Director of Development July 2014 to Oct 2017*

- Develop dynamic and innovative partnerships with corporations and businesses, private-sector funders and community organizations that drive our mission and contribute to the organizations overall success.
- Plan, implement and evaluate the council's development plan through collaboration with Board of Directors and Development Committee.
- Actively partnered with Jumbo Shrimp, Jacksonville Iceman, Jaguars and Armada FC to create fan experiences.
- Collaborate with the Executive Director and Board Leadership team to develop fundraising goals and tactics to achieve goals.
- Cultivate relationships with business and government leaders to promote arts & culture advocacy
- Maintain donor database, including partner and volunteer recognition, touch points and acknowledgements.
- Oversee annual fundraising events (State of the Arts, Annual Arts Gala, Artist Education & Grant Programs) in coordination with staff, partners, Board and Volunteers.
- Produce all marketing materials including social media strategy, media outreach tactics and agency print and online collateral for all programs.

Dunkin' Brands Jacksonville, FL *Director of Development, Franchisee May 2009-June 2014*

- Community Relations liaison managing growth and development of Dunkin' Donuts and Baskin Robbins brands through special events and community partnerships.
- Planned and implemented events for the North Florida and South Georgia market, including sampling events, grand openings and drive donations to increase brand and category awareness.
- Successfully acquired under-performing locations and raised sales by 95% in year one and continues to have double-digit percentage growth.
- Actively identified and partnered with vendors to recommend cost savings and developed relationships, which generated additional sources of revenue.
- Developed and implemented a nation-wide beverage program, including employee materials, online training and franchisee launch, successfully growing category awareness of new products.
- Coordinate press events with local area press and food bloggers to announce new product launches.
- Partnered with corporate Marketing Director to plan and execute strategic efforts for new products.

Jaman.com San Mateo, CA *Senior Marketing Manager-International, February 2008-April 2009*

- Managed all domestic and international marketing efforts, including on-site merchandising of films, seasonal and price promotions, viral and social media marketing and audience relationship management.
- Successfully launched and maintained a partnership with TiVo which provided access to subscribers.
- Planned, developed and executed events to increase brand awareness at Sundance, SXSW, Tribeca Film Festivals, Comic-Con.
- Developed marketing roadmap with product and development team, generating a cohesive tone
- Collaborated with the editorial team to continue to plan and merchandise movies based on acquisitions and business priorities.
- Partnered with Acquisitions to recommend films that will drive downloads and streams by region, while continuing to maintain visibility with downloads and VOD windows to maximize revenue and consumer engagement

Venables, Bell & Partners, San Francisco, CA Account Supervisor, New Business January 2007-February 2008

- Managed all production and strategic marketing elements for HBO Video iconic brands; Sex and The City, The Sopranos and Curb Your Enthusiasm.
- Developed brand positioning and marketing calendars to further the growth of HBO's comedy franchise, including national print and online campaigns. Resulting in increased sales and consumer recognition.
- Supervised and managed a team of Account Managers to develop and implement campaigns, including Television, print, online, outdoor (subway domination) social media and promotional events.
- Partnered with brand planning to develop a new brand positioning for HBO Video, as well as identify alternate streams of revenue, including digital and sampling efforts.
- Developed strong relationships with creative team to ensure that creative deadlines were met and strategic.
- Created post evaluations of all seasonal programs that detail business results and effectiveness of promotional and marketing tactics.

GAP Inc, Old Navy San Francisco, CA Consumer Marketing Manager, April 2005-November 2006

- Responsible for executing in-store franchise marketing and seasonal circular programs for Old Navy.
- Supported Director in developing annual and seasonal strategic plans for Old Navy Marketing, both traffic-driving and engaging seasonal big ideas-while meeting all necessary budgetary constraints.
- Coordinated all new store openings and seasonal events including sourcing promotional companies, securing give-aways and developed local marketing initiatives.
- Develop and managed fourteen seasonal circulars by partnering with merchandising to tell and inform customers of seasonal trends and product offerings-resulting in a more focused product point of view.
- Managed and trained a team of program managers to flawlessly execute and to be accountable for creating a cohesive brand message across platforms.

Agency 212 New York, NY Account Supervisor-HIT Entertainment, Millennium Hotels, May 2002-April 2005

- Responsible for the planning and implementation of traditional and interactive media efforts for the agency's clients including: Millennium Hotels and Resorts, HIT Entertainment and Reader's Digest.
- Created a brand identity, global positioning and advertising plan for Millennium Hotels and Resorts, which contributed to thirty percent growth in agency profits within 6 months.
- Executed integrated marketing campaigns for HIT Entertainment's brands: Barney, Bob the Builder, and Thomas & Friends seasonal video releases, which included print, online and television executions.
- Partnered with Comcast and PBS Kids to develop a proprietary television strategy for a children's television venture partnership including naming and tagline development for Sprout. Planned launch events.

New Business

- Responsible for all aspects of the new business pitch process including RFP/strategy development and creative and final presentations.
- Provided creative and agency team with potential client briefings to assist in determining needs and opportunities for growth and development as well as creative direction.

TBWA\CHIAT\DAY New York, NY Account Executive October 2000-April 2002

- Strategized with account planners for creative briefs, providing teams with direction for new campaigns
- Supervised the development of radio, print and television executions from briefing through production
- Collaborated with external agencies to ensure in-store signage and point-of-sale materials were consistent with the current brand strategy.

EDUCATION & FREELANCE EXPERIENCE

McCann Worldgroup, San Francisco, CA

Freelance Account Manager- MICROSOFT, November 2006 – January 2007

Executed the global launch of Microsoft's newest operating platform: *Windows Vista*, including print, online, out of home and promotional elements. Media plan exceeded \$100m.

The Florida State University

Bachelor of Science, Communications. Advertising. Minor in Graphic Design 2000

- Graduated Cum Laude, Received Outstanding Advertising Student Award
- Finalist in National Advertising Student Competition (NASC)-The *New York Times*
- Assistant Public Relations/Advertising Director for Children's Miracle Network (CMN).