

Paige Elizabeth Ryan

Agriculturalist • Marketer • Communications Pioneer

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2019-2020

WOODRUFF

Account Manager

Guided a cross-functional team responsible for multi-channel marketing communications. Coordinated the rural lifestyle division of the new business development team responsible for researching and pitching two potential client opportunities.

- [Advertising](#) strategy for an Emergency Product Exemption for Kasumin® achieved a double-digit increase in product sales and a 700% organic reach with [Facebook](#).
- Overhauled team and inter-agency process resulting in an average 25% reduction of meeting length.

2017-2019

MERCK ANIMAL HEALTH

Livestock Marketing Communications Specialist

Aligned marketing efforts across teams internally and externally to ensure activation. Additionally, integrated the OneMerck brand representing 3 million head of cattle.

- Increased product adoption by 12% with existing [OneMerck loyalty](#) customers, and double-digit growth in new enrollees.
- Developed and centralized content resulting in above-average [engagement of over 300 members](#). Achieved an 80% open rate and a 15% click-through.
- Facilitated the launch of Banamine® Transdermal, including team training, executing the event and follow-up campaign.
- Transformed creative by cataloging ten years of marketing efforts from five agency partners. Implemented a digital asset management system and orchestrated photoshoots.

2015-2016

COW PALACE

Marketing and Communications Manager

Implemented the award-winning #mycowpalacestory social media campaign, which brought history to life for the venue's 75th anniversary. Championed agricultural education through the leadership of "Kids at the Palace."

- Oversaw two usernames [across three platforms](#) growing followers by 60% with 1.4 million impressions.
- Expanded [agriculture education](#) using digital innovation to double attendance. Impacted 500 students while capturing a 30% return of lapsed attendees.

EXPERTISE

Adobe Creative Suite
Attention to Detail
Brand Strategy
Communications
Digital Marketing
Increasing Engagement
Project Management
Social Media

INVOLVEMENT

Masters of Beef Advocacy
National Cattlemen's Beef Association

**WPRA Ground of the Year
Rookie of the Year
Committee of the Year**
American Royal Association, 2018

Chariman's Club
American Royal Association, 2018-2020

Innovation Achievement Award
Western Fairs Association, 2017

EDUCATION

Kansas State University
*B.S. Agricultural
Communications & Journalism*