

Paige Elizabeth Ryan

Creative • Cast Member • Communications Pioneer

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2022-Present

CIRCLE D RANCH- DISNEYLAND

Stable Attendant, Working Lead, OTJ Trainer

- Drives and enhances positive guest experiences as the first point of contact for many guests on Main Street USA.
- Maintain operational and training timelines when preparing horses for daily shifts on Main Street and special events.
- Monitor team performance with new hires and senior cast members; provided constructive feedback to increase productivity and maintain quality standards.
- Communicate essential information and maintained cast awareness of changes across the DPEP lines of business.

2019-2020

WOODRUFF

Account Manager

- Led project management for yearly planning across multiple international stakeholders on a cross-functional client.
- Executed an emergency communication and public relations strategy that achieved a double-digit increase in product sales and a 700% organic reach with Facebook.
- Overhauled team process for project tracking, resulting in an average 25% reduction in meeting length.
- Planned and executed five campaigns in less than five months, resulting in two NAMA awards.

2017-2019

MERCK ANIMAL HEALTH

Livestock Marketing Communications

- Researched and developed public relations and marketing plans that consistently achieved targets for increased revenue.
- Worked with media to promote the product launch of Banamine Transdermal, including a two-week launch event.
- Monitored landscape to develop content to fill [sales team](#) needs; achieved an 80% open rate and a 15% click-through.
- Tracked campaign metrics, developed reports for stakeholders, and adjusted content as needed.
- Designed and created the [OneMerck loyalty](#) program increasing product adoption by 12% with existing customers and double-digit growth in new customers.

EXPERTISE

Brand Identity
Collaborative
Content Development
Digital Design
Increasing Engagement
Project Management
Media Relations
Self-Motivated
Spokesperson
Storytelling

INVOLVEMENT

Production Manager

San Bernardino County Sheriff's Rodeo

Rookie of the Year

Committee of the Year

American Royal Association, 2018

Chariman's Club

American Royal Association, 2018-2021

Innovation Achievement Award

Western Fairs Association, 2017

EDUCATION

Purdue Global University

Masters Business Administration

Expected December 2025

Kansas State University

*B.S. Agricultural
Communications & Journalism*