

RYAN J. RHOADES

CREATIVE DIRECTOR, AUTHOR, SPEAKER, & MULTIMEDIA PRODUCER



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 REFERENCES AVAILABLE UPON REQUEST

 PORTFOLIO & MORE AT RYANJRHOADES.COM



WORK EXPERIENCE

FOUNDER & CREATIVE DIRECTOR @ Reformation Designs 06/2011 – present

- **Multimedia production & business consulting agency** that has served 150+ clients including Jack Canfield, Jim Kwik, Morgan James Publishing, Destiny Image Publishing, SBDC Oregon, Chemeketa Community College, Marissa Brassfield, & Rick Frishman
- **Wrote, designed, & published two books** for startups & creators: *The Science of Getting Rich: How to Manifest & Monetize Your Ideas* and *Stop Wasting Time & Burning Money*
- **Launched & produced three seasons of The Creative Revolution Podcast**, interviewing innovators, artists, & entrepreneurs including Dan Piraro (Bizarro Comics), Shashi Jain (Intel Innovation Manager) & Aman Segal (Hollywood film producer)
- **Produced thousands of original creations across various mediums**, including videos, websites, graphics, music, UI/UX design, automated business processes / systems, 3D models, audio production, & more
- **Launched The Reformation Designs Shop** – a unique online store with custom-designed, print-on-demand merchandise at RDSshop.biz

PRODUCTION MANAGER @ Daily Content Machine / seanwes media 03/2021 – 06/2022 (Remote)

- **Managed global, remote team of 20+ writers, multimedia producers, & quality assurance specialists**, publishing video podcasts & short-form media for high-profile business leadership clients with millions of followers, including Pat Flynn from SmartPassiveIncome.com, Nathan Barry of ConvertKit.com, FittInsider.com, Mastin Kipp, Bunnell Idea Group, and more

CREATIVE/MARKETING DIRECTOR @ Salem Kroc Community Center 08/2019 – 03/2021: Salem OR

- **Led creative team for 8,000+ member community center with \$6MM annual budget.** Launched special projects assigned by Center Director. Coordinated & planned marketing of large regional and statewide events, along with PR & Community Crisis Response throughout COVID-19 pandemic, Oregon wildfires & ice storms



SKILLSET OVERVIEW

- **20+ years as a multi-discipline creator** of multimedia with background in business development, publishing, community building, event planning, & marketing
- **15+ years in leadership roles** working with businesses, non-profits, startups, authors, speakers, & founders
- **15+ years as a public speaker / community organizer**
- **10+ years as a founder/CEO**
- **Early adopter, initial private beta tester, & thorough understanding of cutting edge artificial intelligence generative art technology** like Stable Diffusion & Midjourney - created over 80,000 unique AI generated images in first 7 months
- **Strategic, big picture, & results focused leader** that excels in simplifying large amounts of information into practical, prioritized solutions
- **Relentless, resourceful optimist** that brings ideas quickly from initial concept to reality with innovative new techniques & tools
- **Deep understanding of how to connect with others**, promote adoption of new ideas, & use available resources & automation to make a big impact
- **Adept project manager with keen eye for improving workflows, systems, & organizational processes** through UI/UX design, research, & customer service
- **Excellent written, verbal, & visual communicator** who thrives when working with creative teams to develop innovative ways of solving complex problems
- **Prolific graphic, video, & web designer with wide range of skills** & experience across many industries, mediums, hardware, & software

ABOUT ME

Entrepreneurial, multi-disciplinary creator with 20+ years industry experience & a passion for building innovative products & communities, fostering creative connections, & empowering others to thrive in our fast-paced, ever-changing world.

PROFICIENCIES



EDUCATION

Small Business Development Program
Microenterprises Resources & Training
Salem, OR - 2016 - 2020

SBDC Small Business Management I & II
Chemeketa Center for Business & Industry
Salem, OR - 2015 - 2017

BA in Writing - University of Pittsburgh
Pittsburgh, PA - 2002 - 2006