

Ben Ryken

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Professional Summary

Creative and digital operations leader with deep experience in cross-functional, matrixed agency environments, as well as SaaS product companies. Extensive background in managing digital and creative projects, building high-performing teams, and implementing strategic initiatives that drive growth and efficiency. Skilled in project management platforms, and in integrating digital asset management tools. Proven track record of working with major clients, including Apple, HP, Netflix, and Pepsi, to deliver operationally sound, high-quality projects that build lasting client relationships.

Specialties

- Account management
- Project management
- Team building
- Budgeting expertise
- Advertising campaigns
- User experience
- Social media
- Vendor relationship management
- Creative direction
- Development management
- SEO optimization
- Quality standards

Experience

TRUCKSTOP

November 2020 to November 2025

Creative Services Manager

Remote

Spearheaded the management of diverse creative projects within the Marketing Department, ensuring seamless execution of digital campaigns, social media content, and print materials. Managed a team of small direct reports, providing guidance, support, and oversight to maintain project alignment and timelines. Played a pivotal role in implementing a project management platform, improving team collaboration, and efficiency. Successfully integrated new Digital Asset Management software, enhancing asset organization and accessibility for internal and external stakeholders.

HATHWAY

October 2016 to July 2020

Director of Projects

San Luis Obispo, CA

Oversaw key project accounts for the NomNom software integration, the company's core intellectual property, generating over \$2 million in annual revenue across diverse systems and platforms. Directed cross-regional project teams in the U.S., LATAM, and Prague while coaching and developing project managers. Notable accounts: Pepsi/Frito-Lay, Peet's Coffee, Portillo's, and Dine Equity (IHOP, Applebee's).

LEVEL STUDIOS

September 2014 to April 2016

Director, Client Services

San Luis Obispo, CA

Led strategic client relationships as the primary liaison between internal teams and external partners, supporting brand development and launching performance-driven marketing initiatives. Managed projects ranging from small-scale design work to full-scale content management systems and mobile software solutions. Directed new business development by creating proposals,

building budgets, delivering presentations, and leading on-site meetings—securing multiple new accounts including the company’s first mobile and digital display projects. Notable accounts: Apple, The Irvine Company, and ZEPP Labs, Inc.

ETNA INTERACTIVE

August 2012 to September 2014

Senior Account Executive

San Luis Obispo, CA

Drove growth for a global client portfolio by ensuring satisfaction and promoting adoption of custom software solutions. Developed 6-month marketing plans focused on generating qualified traffic and leads and analyzed monthly performance data to optimize tactics for maximum ROI. Managed 30+ clients ranging from large medical device manufacturers to board-certified surgeons.

ROSETTA

September 2007 to July 2012

Associate Partner, Vice President, Account Services

San Luis Obispo, CA

Led a West Coast business unit jointly responsible for delivering \$35 million in revenue in 2012. Oversaw contracts, ensured client satisfaction, provided strategic guidance, and managed project financials while directing a team of developers, designers, and project managers. Delivered work spanning creative art concepts to large-scale cloud-based systems, managing resources and clients across the U.S., Canada, the EU, UK, LATAM, and APAC. Notable accounts: Adidas, Fidelity Investments, HP, HTC, Netflix, Nokia, and Red Bull.

REFRESH MEDIA

June 2005 to August 2007

Co-Founder

San Luis Obispo, CA

Co-founded Refresh, a strategic design studio specializing in innovative web, print, and motion solutions. Led client management, branding, business development, UX design, web production (HTML/CSS), and quality assurance across a diverse portfolio of projects. Notable accounts: Apple, eTech Group, FileMaker, Triactive America, Kaiser Permanente, Marina Plastic Surgery, and Palomar Insurance.

WEB ASSOCIATES

September 1997 to May 2005

Director of Professional Services

San Luis Obispo, CA

Built and managed a global client services team of project managers and coordinators while continuing to oversee tier-one accounts. Maintained hands-on expertise in HTML coding and proprietary software (CF, Java, .NET) and played a key role in implementing MS Project/Server to improve project tracking and resource allocation. Reviewed and approved all project proposals for quality and accuracy, led to the recruitment and development of the company’s first formal Quality Assurance team, and served as the primary corporate trainer for software education and usage. Earlier roles included project manager and lead HTML developer. Notable accounts: Apple, Avaya, Cadence Design Systems, HP, Philips, Quiksilver, Rambus, Micron, Platinum Performance, and Visa.

Education

Santa Barbara City College

Communications/Dramatic Arts