Fiona Ryan

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SUMMARY

A strategic marketing leader who develops, implements, and executes strategic marketing plans for organizations. A leader who builds integrated marketing programs that drive business objectives and creates campaigns that drive customer engagement, awareness, and participation.

CORE COMPETENCIES

Strategic Marketing & Growth: Go-To-Market Strategy Development, Integrated Marketing, Demand Generation, Account-Based Marketing, Field Marketing, Community Launches, Program Development & Execution, Brand Management, Media Strategy & Execution. **Digital & Performance Marketing:** Digital Marketing (PPC, SEO, SEM), Email Marketing, Social Media, Direct Mail, Lead Generation & Acquisition, Lead Nurturing, Content Marketing, Content Partnerships, Customer Engagement. **Analytics & Performance:** Marketing Analytics, Reporting & Analytics, Marketing Operations, Customer Journey Optimization, Customer Insight & Audience Strategy, Marketing ROI Measurement. **Management & Operations:** Team Leadership, Project Management, Cross-Functional Collaboration, Budget Management, Budgeting & Financial Planning, Agency & Vendor Relationship Management, Process Improvement, CRM & Marketing Automation

PROFESSIONAL EXPERIENCE

Beazer Homes **September 2024 - October 2026**

Marketing Manager

• Spearhead regional marketing strategy and execution across the Virginia market, aligning initiatives with sales objectives and driving revenue growth while increasing qualified leads by 80%.

• Lead, mentor, and develop marketing talent, fostering a high-performance culture focused on accountability, professional growth, and continuous improvement.

• Partner with sales, operations, and executive leadership to develop and execute targeted marketing programs that generate 5,000+ leads annually and improve conversion rates by 2%.

• Optimize the customer journey for future community launches by leveraging customer insights and targeted engagement strategies, increasing prospect engagement by 55% year-over-year and driving growth in website activity, sales inquiries, appointments, traffic, Google Store visits, and lead conversion.

• Direct integrated marketing campaigns across digital, social, email, events, and community launches, resulting in a 20% increase in traffic, an 80% increase in lead generation, and a 19% reduction in cost per lead.

• Manage an annual marketing budget exceeding $400K, optimizing investments to maximize marketing efficiency, return on investment, and business impact.

• Leverage campaign analytics, market trends, and customer insights to develop data-driven strategies that improve marketing performance and increase conversion rates by 2%.

• Manage agency, vendor, and strategic partner relationships supporting 11+ communities, ensuring brand consistency, operational excellence, and successful market execution.

• Lead field marketing initiatives, including model openings, grand openings, and customer events across 11+ communities, driving attendance, engagement, and sales velocity.

• Champion operational excellence by implementing scalable marketing processes and workflows that reduced project turnaround times by 15%, strengthened cross-functional collaboration, and improved team efficiency across 11+ communities.

Washington Gas **July 2023 - August 2024**

Energy Efficiency Marketing Lead

• Spearheaded the development and implementation of residential program marketing strategies that resulted in a 26% increase in brand awareness, a 120% increase in conversions, and a 120% growth in program participation within two years.

• Conducted market research to identify emerging trends and customer preferences, informing the strategy for energy efficiency marketing initiatives. Employed quantitative data analysis, qualitative insights, and mosaic segmentation techniques.

• Executed innovative marketing solutions and creative campaigns that positioned Washington Gas as a trusted brand in the energy efficiency market.

• Supervised the energy efficiency marketing specialist in developing and executing successful campaigns across various channels (digital, social media, email, etc.). Conducted regular performance evaluations and provided constructive feedback to enhance marketing team productivity.

• Utilized data analytics platforms such as Google Studio, Google Analytics, Power BI, and Excel to optimize marketing efforts, track performance metrics, identify trends, and adjust marketing strategies accordingly.

• Oversaw a $1 million marketing budget, ensuring cost-effective allocation of resources and achieving a 10% cost reduction through strategic vendor and project management.

• Managed cross-functional teams to successfully launch and promote energy efficiency programs, coordinating efforts across marketing, strategy, sales, customer support, program outreach, data analytics, corporate communications, legal, and customer experience.

• Trained and mentored 2 program managers on energy efficiency marketing and outreach strategies, customer and service

provider relationship management, and energy efficiency program management. This resulted in surpassing program participant targets by over 100% in 2023.

Washington Gas **April 2021- July 2023**

Senior Energy Efficiency Marketing Specialist

• Maximized program participation by contributing over 18% of residential leads into the annual program participation pipeline. This resulted from developing and executing an integrative and extensive marketing strategy alongside the program outreach team.
• Analyzed performance data and marketing channels from multichannel campaigns in Maryland to forecast what marketing dollars needed to be approved to launch Virginia rebate programs. This comprehensive analysis enabled Virginia marketing dollars to be approved by the state commission.
• Championed the ENERGY STAR Award Partner of the Year application and narrative process for Washington Gas, gathering key data points needed from program implementers, media agencies, corporate communications, marketing, program outreach, and key Washington Gas executives. As a result, Washington Gas was awarded the 2023 & 2022 Partner of the Year Award for its superior leadership, innovation, and commitment to environmental protection through energy efficiency.
• Leveraged analytics tools for digital and multichannel campaign metrics to optimize spend and performance.
• Identified key target audience demographics by implementing ICF's Sightline Analytics tool. This tool increased customer engagement by developing customer segments within the customer base. The tool was also used to seamlessly deploy, manage, and optimize residential program marketing campaigns.
• Spearheaded the marketing strategy, including developing, executing, and evaluating all campaigns for 4 established residential and 2 pilot energy savings programs. Developed launch plan with the program outreach team, leveraging multichannel marketing tactics identified as paid, owned, and earned media.
• Collaborated with internal and external stakeholders across departments to identify lead opportunities and promote participation in all residential energy savings programs.

Washington Gas **September 2018 - April 2021**

Energy Efficiency Marketing Specialist

• Administered a comprehensive integrated marketing strategy for the Washington Gas Maryland Energy Savings Program for residential customers that educated customers on program offerings and daily sustainability practices. Marketing strategies included email, google ads, sponsored content, SEO optimization, social media advertisements, radio, direct mail, events, digital, and print ads. Marketing efforts resulted in over 121 million digital ad impressions, nearly 5,059 leads, and an estimated $10,800 in 2020 for rebates from marketing campaigns.
• Coordinated programmatic outreach with ICF for the residential program from Winter 2020 – Fall 2020, working on outreach strategies to residential customers and contractors. Initiatives included working with Washington Gas Trade Relations on manufacturer rebates, providing sales enablement tools to contractors, webinars, and hosting a virtual EmPOWER Contractor Meeting.
• Developed fully vetted MD EmPOWER Energy Efficiency residential program portfolio lead generation marketing campaigns for 2021-2023, providing a comprehensive breakdown of marketing strategies and budget.
• Established and fostered cross-departmental relationships with Corporate Communications, Marketing, Customer Experience, and Sales to identify lead opportunities and promote participation in the Washington Gas Maryland Energy Savings Program by establishing check-ins to promote cross-departmental collaboration. Initiatives included educating the call center on program offerings, setting up customer and contractor satisfaction surveys, partnering in customer or contractor-facing events, and producing marketing material and press releases.
• Created a marketing strategy for the Home Profile Energy Audit Tool that included geographically segmented email campaigns and direct mail promotional cards that targeted the highest-participating areas; this strategy resulted in exceeding the participation goal by 160% and distributing 4,069 energy kits within the program's first two years.
• Fostered relationships with agencies, print and production houses, media partners, and local and national organizations to help achieve marketing KPIs, working within a $250K marketing budget, exceeding energy efficiency residential marketing spend target by over 4%.
• Steered marketing initiatives with Customer Service, Trade Relations, and Marketing teams to achieve the organization's commitment to customer care. Coordinated the Week of Warmth, where EE provided kits and EE tips for MD and VA. Set up an ongoing customer-satisfaction campaign where customers who complained about high bills could claim a free energy conservation kit, resulting in 73 kits in 2020 distributed to customers looking to save energy in their homes.
• Identified, evaluated, and implemented cost-effective marketing programs, resulting in over 10% savings to the 2018-2020 program budget. This included identifying cost-effective vendors and agencies to advertise with, analyzing campaign metrics monthly through a KPI dashboard and establishing campaign benchmarks, collaborating with other departments to create more marketing material within the organization, and creating material for the program such as articles, digital ads, email campaigns, and printed program collateral.

National Waste & Recycling Association **September 2016 - August 2018**

Communications & Graphic Design Specialist October 2017 - August 2018

• Administered the redesign of the organization's website wasterecycling.org by creating a graphic design guide, coordinating action items with vendors, and setting deadlines and timelines with vendors and internal contributors.

• Planned and executed social media strategies by creating, managing, and coordinating content production to target the waste and recycling industry on Facebook, LinkedIn, and Twitter. Impressions increased by 20.8% on Facebook, 31.8% on LinkedIn, and 41.7% on Twitter within a year.
• Rebranded organizational products and services to support campaigns. This includes the creation of 4 new company logos and redesigning educational and promotional material.
• Developed visual content to educate the general public and the organization's members. Created materials such as: infographics, social media posts, posters, white papers, fact sheets, flyers, and issue briefs.
• Coordinated event management activities for NWRA's WasteExpo booth and NWRA Awards Breakfast by developing an action plan, assigning material, and providing checkpoints for assignments.

Marketing & Communications Coordinator **September 2016 - October 2017**
• Provided research to support internal and external marketing, messaging, and media relations.
• Helped lead Begin with the Bin and NWRA's marketing tools primarily on the organization's website, social media outlets, and other digital presence.
• Proactively developed strategies for improving effectiveness through increased readership/followings and tracked results.
• Created design material and language to be featured on Begin with the Bin websites and other digital channels.
• Supported marketing efforts for NWRA events, programs, and membership recruitment activities.
• Collaborated with internal teams to produce materials such as white papers, banners, and other content.
• Responsible for graphic design of banners, advertisements, infographics, white papers, and other collateral assigned.
• Supported partnerships with other organizations and key influencers to move forward institutional priorities.

SOFTWARE SKILLS

Neustar, Copilot, Canva, Generative AI, Copilot, Guildality, Emplifi & Sprout Social (social media analytics software), Sightline Analytics, MS Dynamics, Survey Monkey, Qualtrics, WordPress, Google Analytics, Salesforce Marketing Cloud (CRM data base & email marketing), Eloqoa, Pardot, MailChimp, Sitecore, Meltwater (Media Intelligence Software), Adobe Acrobat, Adobe Photoshop, Adobe Dreamweaver, Adobe InDesign, Microsoft Teams, Oracle Invoice Processing, Data Studio, Adobe Illustrator, Adobe Creative Suite, Tableau, Alteryx, Data Visualization, Power BI, Word, Excel, PowerPoint, Outlook, Protech (database).

LANGUAGES

English, Spanish-Intermediate

EDUCATION

THE COLLEGE OF WILLIAM & MARY

Master of Science, Marketing	2022
Bachelor of Arts, Major in English; Elementary Education	2015
William & Mary Dean's List Recipient	2014 - 2015

CERTIFICATIONS:

Generative AI for Marketing Professional Certificate (Microsoft 365)
Agile Marketing (Actionable Marketing Institute)
Scrum Project Management (Actionable Marketing Institute)
Product Launch (Actionable Marketing Institute)
AMA Agile Project Management (American Marketing Association)
Growing as a Marketing Manager on LinkedIn
Communicating to Drive People to Action
Certified Digital Marketing Professional (Digital Marketing Institute)
AMA Professional Certified Marketer PCM in Digital Marketing (American Marketing Association)
Improving Email Effectiveness (American Marketing Association)
Google Analytics Individual Qualification
Advanced Google Analytics Certificate
Leading and Motivating People with Different Personalities
Building an Integrated Online Marketing Plan
Marketing Foundations: Growth Hacking
Facebook Advertising Fundamentals
Online Marketing Fundamentals
Creating Infographics with Illustrator

HONORS & AWARDS:

Housing's Rising Young Leaders, John Burns Research & Consulting Rising Young Leaders	2026
ENERGY STAR Award for Excellence in Promotion	2019, 2024
ENERGY STAR Partner of the Year	2022-2023
Marcom Platinum Awards – Washington Gas Energy Efficiency Microsite	2023
Beta Gamma Sigma Honor Society	2022