

RYANN W. STUTZ (she/her/hers)

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US Communications Executive | *Lumity Life LLC* | London, UK

April 2023 - Present

- Lead the US influencer marketing strategy and manage end-to-end operations including VIP gifting, contract negotiations, outreach and influencer content revision.
- Responsible for executing and analysing campaign strategies for IG, LinkedIn, and CSR.
- Work closely with the Head of Creative Communications and Head of Brand on paid social and web UGC to increase customer acquisition and retention.
- Lead on 360 comms for BCorp/CSR and partnerships with GenM, Evermore.

Marketing Assistant | *Rejina Pyo* | London, UK

January 2023 - April 2023

- Develop and implement effective and creative multimedia campaign strategies, customer surveys and influencer/press gifting.
- Assist wholesale for Paris AW23 showrooms, maintain and update SKUs, and create original copy for seasonal drops and product descriptions onsite.
- Assist the Creative Director with styling edits for collections and production for photo shoots.

Marketing and Brand Partnerships Intern - Graduate Placement | *Rotaro* | London, UK

May 2022 - July 2022

- Research consumer and market trends, conduct interviews with onboarding brand partners, and collect qualitative data by leading customer focus groups.
- Evaluate sustainability efforts of a closed loop supply chain rental and their designer partner relations through qualitative research.
- Assisted in execution of the TOMMY X ROTARO collection launch and POWEREDBYDEPOP resale event.

University of Sussex (UK)

M.A. International Relations Class of 2022 -

Merit

- MA International Relations
Volunteer Student Representative,
Andrew Pickup Global Studies
Placement Award
- Remake, Whering student
ambassador

Hope College (USA)

B.A. Political Science, Communication (minor)

Class of 2020

- Varsity Volleyball, Student
Congress, Academic Affairs Board,
The Anchor Newspaper
- Washington Honors Semester,
MIAA Academic All-Conference,
Dean's List

Skills

Copywriting - Canva - ECRM - Influencer Marketing - Social Media - Brand Partnerships - Shopify