

# RYAN V. PEARSON

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## WORK EXPERIENCE

### Tubi (Los Angeles, CA)

#### **Brand Strategy Manager, Brand Marketing**

**June 2024 - PRESENT**

- Guide long-range planning for the brand by contextualizing the landscape through:
  - Competitive analysis in category (positioning, strategic efficacy, green space analysis)
  - Audience trends and psychographics (in partnership with Marketing Research and Insights)
- Develop sharp and actionable strategic briefs that can spark campaigns for both B2C and B2B audiences.
- Collaborate with cross-functional teams to ensure external facing narratives and messaging align with Tubi's brand.
- Rigorously evaluate brand performance against KPIs and market research to identify what we should keep, stop, and start for future marketing efforts.
- Distill Marketing and Communications programs into concise narratives as to how they align to brand northstars.

### Cash App (Los Angeles, CA)

#### **Brand Strategist, Brand Marketing**

**OCTOBER 2020 - APRIL 2024**

- First strategist hired to help build the Cash App brand, reporting to the Head of Brand and Marketing.
- Partnered with XFN stakeholders on brand marketing campaigns (That's Money, Hot Tips w/ Megan Thee Stallion, Speed Lessons with Max Verstappen and Red Bull Racing).
- Led relationships with research and strategy agencies (Morning Consult, sparks & honey, Ayzenberg) across a number of audience and cultural insights projects.
- Delivered quarterly insights reports about our target audiences and their relationship with money and culture.
- Delivered bi-weekly brand insights newsletter to our product, design, growth, and brand marketing teams.
- Collaborated with brand marketing leads on music, sports and fashion/beauty partnership strategies (Drake, Kendrick Lamar, Megan Thee Stallion, Lil Nas X, Sergio Pérez, Overtime)
- Collaborated with marketing managers, producers and creative directors on briefs for external agency partners.

### BlackRock (New York, NY)

#### **Brand Strategist, Global Brand Strategy & Innovation**

**JULY 2018 - OCTOBER 2020**

- Led development of brand and creative strategy briefs for our global agency partners (Sylvain Labs and Turner Duckworth).
- Led global tone of voice strategy for the BlackRock brand - managing the agency relationship, budget, and timeline.
- Led and assisted in special projects (speech writing, workshop facilitation, etc.) for senior marketing leaders and key business stakeholders.
- Assisted in the strategy, development, and socialization of our firm-wide brand architecture.
- Partnered with the Marketing Analytics team to launch BlackRock's first global brand tracker (BlackRock Brand Health Index).
- Partnered with Global Creative team and agency partner to develop strategy for our new brand identity across local markets (EMEA, APAC, LatAm).
- Assisted in the development of our flagship brand insights platform, The BlackRock Investor Pulse.
- Developed research reports senior marketing leadership in research on brands, competitors, culture, and consumer trends.

### **Digital Strategist, Global Digital Marketing**

**JUNE 2016 - JULY 2018**

- Led creative workshops for senior marketing stakeholders across a number of digital transformation projects.

- Built user journeys and high-quality requirements documents for hand-off to stakeholders and developers.
- Completed heuristic reviews and competitive analysis across our web and social channels.
- Built high-fidelity wireframes and prototypes as communication tools used to ensure execution of our UX vision.
- Led the experience strategy and design of a custom email tool, used by 75 marketers across 4 regions, to generate custom emails across our brands (BlackRock, iShares, and Aladdin).
- Created global personas across all audience types (financial advisors/personal investors/institutional clients).

**360i (New York, NY)**

***User Experience Designer***

**APRIL 2015 - JUNE 2016**

- Clients: Toyota, Coca-Cola, Canon, Oscar Mayer, HBO, Stella Artois, Absolut, and A+E

**Awards:**

- 2016 Cannes Bronze Lion – OUTDOOR – Digital Outdoor: Ambient Use of Technology (Canon Photo Coach) and 2016 Cannes Silver Lion – CYBER – Branded Tech: Digital Billboard (Canon Photo Coach)

**RAPP (New York, NY)**

***User Experience Designer***

**OCTOBER 2014 - APRIL 2015**

- Clients: Johnson & Johnson, Pfizer, Gilead, and StartNY.gov

**EDUCATION**

B.A., Political Science  
Hampton University, Hampton, VA