

RYAN M. PHILLIPS

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EXPERIENCE

FEBRUARY 2019 – PRESENT

COURSE DIRECTOR & INSTRUCTOR, FULL SAIL UNIVERSITY

- Create a learning environment through effective teaching skills, maintain student-centered focus, and update curriculum to keep current and relevant to industry standards. Utilize a variety of teaching strategies and pedagogies that encourage active learning. Create learning activities, including assignments, tests, quizzes, and labs, and assess student outcomes in a timely manner through effective assessment and constructive feedback to students to support the learning process. Perform lectures for campus courses and hold scheduled virtual course meetings for online courses. Interact positively with diverse student populations, providing all students with equal opportunities for learning.

JANUARY 2015 – OCTOBER 2021

CREATIVE SERVICES MANAGER, ORLANDO UNION RESCUE MISSION

Served as the organization's lead graphic designer, digital media lead, and brand ambassador. Responsible for creating advertisements, publications, signage, website, digital media, and other collateral material in support of marketing campaigns, client programs, and major donor communications. Worked interdepartmentally as part of the Career Learning Center (CLC) team to engineer a web-based, three-tiered, and self-paced educational for residents in pursuit of their high school diplomas.

- Planned, designed, implemented, and tracked the assessments and curricula used as part of both the Mission's adult high school initiative and Youth Learning Center (YLC) program.
- Designed and built OURM's current website (CMS: WordPress) within a four-month deadline and under the \$50k budget. Produced SEO copy to ensure maximum visibility and page views per visit and strategically planned and methodized content to boost conversion rates. Routinely perform plug-in and security updates.
- Served as the website lead. Kept content current by coordinating copywriting, editing, editorial photography, and overall design.
- Realized the successful launch of web-based campaigns and promotions. Monitored, tracked, and reported analytics. Made recommendations for continued enhancements.
- Stewarded a high standard of quality, cohesive identity, and visual consistency in all promotional materials and publications, including seven annual newsletters, brochures, invitations, major donor cards, media kits, and all other advertising and marketing materials.
- Wrote, edited, and distributed press releases and media advisories to promote Easter, Thanksgiving, and Christmas banquets, cold night bulletins, the annual gala, community clean-ups, grand openings, and other newsworthy events. In doing so, maintained a working relationship and professional rapport with key

local news contacts, including WESH 2 News' Stewart Moore and Orlando Sentinel's Kate Santich.

- Responsible for increased revenue and donor acquisition. In the last fiscal year of my tenure, the Mission experienced a more than 5 percent increase in total revenue; a nearly 6 percent increase in active donors; a 10 percent increase in appeal revenue, and a 219 percent increase in online campaign revenue.

SEPTEMBER 2018 – FEBRUARY 2019

SENIOR TEACHER, OPEN HEARTS LANGUAGE ACADEMY

- In addition to teaching responsibilities, trained and supervised a team of 10 ESL instructors, while overseeing new student testing, evaluation, and placement. Administered student exit exams and satisfaction surveys. Ensured that I-20 dependent students satisfied the attendance and academic requirements of their F-1 or F-2 visas. Planned and executed quarterly professional development training for a team of 21 ESL instructors. Updated and improved the existing curriculum by routinely reviewing and revising instructional resources including tapes, texts, videos, tests and supplemental materials. Quickly and impartially resolved student and teacher grievances or, when necessary, escalated complaints to the Academic Director.

APRIL 2018 – SEPTEMBER 2018

ESL TEACHER, OPEN HEARTS LANGUAGE ACADEMY

Developed and presented comprehensive lesson plans with a focus on teaching non-native speakers English reading, writing, grammar, pronunciation, and conversational skills as well as TOEFL and IELTS preparation for college and university study.

- Implemented varied strategies and differentiated assessments in order to accommodate diverse needs of students transitioning from different cultures and encourage class participation by fostering a fun and active learning environment.
- Encouraged class participation by fostering a fun and active learning environment that effectively maintained interest and provided an interactive atmosphere that enabled students to significantly hone learning skills.

MAY 2013 – PRESENT

PRESIDENT/OWNER, FREEDOM LINE CREATIVE SERVICES

Strategically partner with clients, including literary agents/agencies and publishing houses, throughout the country to ghostwrite manuscripts, prepare book proposals, edit writing projects for self- and traditionally-published authors, design custom book covers, build custom websites, and create online portfolios.

- Work closely with agented authors to write 20+ compelling book proposals based on publisher's manuscript submission guidelines and including key elements such as author bio and blurb, marketing plan, target audience, and sample chapters. Fourteen of those proposal resulted in publishing contracts for the author; of the 14 contracts, I ghostwrote eight of the manuscripts, all of which were published within 12 months of executing the publishing contract.
- Edit self-publish-client manuscripts and formatted them for self- and e-publishing platforms such as Smashwords, Createspace, and Kindle Direct Publishing.
- Create eye-catching book cover designs using Photoshop, InDesign, and Illustrator and formatted the front and back covers and spine for self and e-publishing platforms.
- Design and build non-profit websites, occasionally pro bono. Produce SEO copy to ensure maximum visibility and page views per visit and strategically plan and methodize content to boost conversion rates.
- Design and build professional online portfolios and virtual resumes, emphasizing unity, responsiveness, personal branding, social media, and other key elements, for local photographers, authors, artists, interior designers, and college students.

FEBRUARY 2009 – APRIL 2013

COMMUNICATIONS SPECIALIST, THE EPHRAIM PROJECT

Developed and executed all internal and external communications as part of a strategy to increase brand recognition, organize, execute, and manage campaign rollouts, identify and engage potential community partners and major donors, while continuing to foster existing relationships.

- Developed, implemented, and evaluated the annual communications plan in collaboration with the Ephraim team and constituents.
- Generated online content that engaged audience segments and catalyzed measurable action; decided who, where, and when to disseminate.
- Established communications vehicles to create momentum and awareness as well as to test the effectiveness of communications activities.
- Managed the development, distribution, and maintenance of all print and electronic collateral, including newsletters, brochures, annual reports, e-newsletters, media kits, social media, and website content.
- Conceptualized, pitched, and designed website graphics and promotional materials using Photoshop, Adobe Illustrator, InDesign, and other design software.
- Coordinated website maintenance—ensured new and consistent information such as article links, stories, and events were posted regularly.
- Tracked and measured the level of engagement within the collaborative over time.
- Managed all media contacts, including press releases for major activities and those of major donors and relevant partners.

JANUARY 2001 – PRESENT

AUTHOR, DESTINY IMAGE MEDIA

Published novels include:

- *Saving Grace* (2001)
- *After the Fall* (2002)
- *Fall From Grace* (2004)
- *Ciao, Bella* (2007)
- *I'm In Love With A Church Girl* (2013)—Adapted into a major motion picture
- *Where Feet May Fail* (2022)

EDUCATION

DECEMBER 2007

B.A., ENGLISH, ROOSEVELT UNIVERSITY

4.0 GPA | ROOSEVELT SCHOLAR | AWARDED DEPARTMENTAL HONORS

AUGUST 2021

M.A., ENGLISH LITERATURE SOUTHERN NEW HAMPSHIRE UNIVERSITY

4.0 GPA | DEAN'S LIST

SKILLS

- Fiction writing
- Ghostwriting and novelizations
- Digital media
- Web design across multiple CMS's
- Copywriting and editing
- Graphic design (print and web)
- TESOL certified
- Expert knowledge of Adobe Suite

CLIENTS

Publishing

Destiny Image Media
Dupree Miller & Associates
Penguin Books
Thomas Nelson
Viking Press
Writer's House New York

Non-Profit

Cru
Emmanuel's Kitchen
Orlando Union Rescue Mission
St. Francis House of Hospitality
The Ephraim Project

Graphics

[Orlando Union Rescue Mission](#)
[The Ephraim Project](#)
[Saint Francis House Orlando](#)
[Freedom Line Creative Services](#)
[Digital Portfolio: Ryan M. Phillips](#)