



A LITTLE ABOUT ME

VCU Brandcenter grad and brand manager who led real campaigns for Google, Liquid Death, and the Richmond Flying Squirrels. Passionate about turning research into sharp strategy and building brands that connect.

BRAND STRATEGY TOOLBOX

Brand Positioning & Identity
Creative Brief Writing
Campaign Strategy
Client Presentations & Pitches
Budgeting & Project Management
Communications Planning

RESEARCH & DATA

Market & Audience Research
MRI Simmons
Web Data Collection (WebHarvey)
Data Visualization (Tableau)
Fan Sentiment & Behavioral Research

TECHNICAL SKILLS

Adobe Creative Suite
Canva
Pre-Production Planning
Asana, Trello, Slack, MS Teams
Post-Production QA

IT'S NOT HARD TO FIND ME

 ryanagarner.com
 linkedin.com/in/rynan-garner
 ryno2414@gmail.com
 540-846-0980
 Richmond, VA

RYNAN GARNER

BRAND MANAGEMENT

EXPERIENCE

SOAR365 MAR 2026—PRESENT

SOCIAL MEDIA & CONTENT INTERN

Developed audience-specific content strategies across Facebook, Instagram, LinkedIn, and YouTube targeting participants, caregivers, donors, and community partners.

Produced and edited short-form video, photography, and written assets to strengthen brand consistency and grow digital engagement.

Managed paid and organic social campaigns including scheduling, boosting, and performance tracking to drive optimization.

Analyzed platform metrics to refine content strategy and align messaging with organizational growth objectives.

KING GEORGE COUNTY SCHOOLS JAN 2022—MAR 2026

SUBSTITUTE TEACHER

Led classes of 20-30 students, applying communication, organization, and presentation skills.

Developed and taught lessons on marketing principles and digital tools reinforcing real-world business concepts.

VCU SCHOOL OF EDUCATION SEPT 2024—JUNE 2025

MENTOR VOLUNTEER

Guided blind and low-vision participants in developing career-oriented skills and personal growth strategies.

VCU BRANDCENTER AUG 2023—MAY 2025

GRADUATE STUDENT: CREATIVE BRAND MANAGEMENT

Led cross-functional team developing a campaign to expand Google's smartphone market share to 10%.

Built a disruptive campaign for Liquid Death to launch a new product and boost brand visibility; contributed to video production.

Created a marketing plan to drive 8,000 ticket sales for the Richmond Flying Squirrels' 2026 stadium launch, backed by fan sentiment research.

DEPT. OF BLIND & VISION IMPAIRED JUNE—SEPT 2024

COMMUNICATIONS INTERN

Developed and implemented communications campaigns driving enrollment across 25 programs.

Updated visual identity and departmental naming, including a proposed logo redevelopment.

EDUCATION

VCU BRANDCENTER 2025

MS IN BUSINESS — BRANDING

Concentration in Brand Management; applied account management and strategic planning on live client projects.

UNIV. OF MARY WASHINGTON 2021

BS IN MARKETING & COMMUNICATIONS

Concentration in Marketing and Communications; built foundational skills in research, media, and strategy.

A FEW OF MY FAVORITE THINGS



BEST BRISKET
IN VA



WATCHING
FOOTBALL &
BASKETBALL



BUILDING
APPS



VINTAGE BOTTLE
COLLECTING