

Leif S. Ryman

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Professional Summary

As a results-driven Digital Marketing Consultant, I bring a wealth of experience in developing and executing successful digital marketing campaigns across various industries. With a proven track record of increasing brand awareness, driving website traffic, and generating leads through SEO, SEM, PPC, email marketing, content marketing, and social media, I am confident in my ability to contribute to any organization's marketing success. As a team leader, I have effectively managed and mentored marketing teams, fostering a collaborative and innovative work environment. I am a creative problem-solver who is passionate about keeping up with the latest digital marketing trends and techniques.

Knowledge and Skills Area:

- Google Certification in Fundamentals of Digital Marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Pay Per Click Advertising and Campaign Management
- Social Media Marketing and Advertising
- Content Marketing Strategy and Creation
- Web Analytics and Metric Tracking
- Google Analytics
- Customer Segmentation and targeting
- Budget Management and Allocation
- Project Management and Team Leadership
- Proficiency with marketing tools like Hubspot, Mailchimp and Hootsuite

Education

University of Denver

Denver, Colorado
8/2002-6/2006

Bachelor of Arts in biology (June 2006)

- Minors: Chemistry and psychology and concentration in cognitive neuro science
- Founding Member of the University Motor Sports Club
- Course work in Entrepreneurship

University of Ghana

Legon, Ghana
8/2004-12/2004

- African Studies and African Music Classes
- Extensive Travel
- Volunteered in a local emergency room

Professional Experience

Development Director and Co-founder | Digital Marketing Consultant

Superior Hospitality Solutions 701 AD Adabraka, Accra, Ghana

12/2014-Present

- Developed business plan and launched business with local partner
- Grew business with partner to 5 employees
- Served over 300 hotel clients in Ghana, Togo and Benin
- Hotel consultation
- Hotel digital marketing
- Website development for clients
- Resort and hotel photography
- Financial control
- Business development
- Provided hotel management team for 3 hotels
- Digital project management
- Handle customer service issues and needs directly
- Marketing plan creation
- Advertising campaign management
- Search Engine Optimization

AI Domain Expert Prompt Generation

Scale AI/Remotask

100% Remote work

4/2023-1/2024

- Generation of prompts, analysis of response, and rewriting of responses as an expert in Travel and Marketing.
- Demonstrated expertise in prompt generation and rewriting, leveraging advanced AI models to create high-quality prompts and system messages.
- Proficient in producing complex prompts that drive meaningful interactions and enhance user experiences.
- Received consistent positive feedback on the quality and effectiveness of prompt engineering work, showcasing the ability to meet or exceed expectations. Average of 4.5/5 on all projects.
- Applied in-depth knowledge of large language models, including OpenAI's GPT-3.5 architecture, to optimize prompt strategies and achieve desired outcomes.
- Developed exceptional written English skills, effectively communicating information and guiding users through clear and engaging prompts.
- Successfully completed personal projects that showcased prompt optimization and customization, further honing skills in adapting prompts to achieve desired results.
- Continuously stay updated with the latest advancements in prompt engineering techniques and methodologies to ensure innovative and effective strategies

Beach Resort General Manager

Cliff Haven Beach Resort

Nana Dawa Road, Kasoa Nyanyano, Ghana

9/2021-1/2024

- Remote 12 room beach resort with a busy beach-side food and beverage service
- Managed a small and inexperienced team requiring the need to wear multiple hats including maintaining the water, electrical and plumbing systems
- Onsite general manager of all operations at the resort
- Supply chain management and procurement
- Budgeting and basic book keeping
- Building and maintaining relationships with all statutory and government agencies
- Recruitment and all HR for staff of 20+
- Developing and maintaining standard operating procedures and systems
- Customizing and administrating a restaurant Point of Sale System including training of staff unfamiliar with computers
- Marketing, yield management, and advertising
- Managing social media strategy and staff
- Occasional maintenance: electrical, plumbing, automobile, and generator
- Designing, planning, supervising, and managing construction improvements and remodeling

Business Development, and Digital Marketing Consultatant

M & J Group of Companies: M & J Travel and Tours, Pink Hostel, and SYTO, Ghana 11/2013-11/2014

- Developed and documented new business streams for each company
- Managed online business streams and developed new ones
- Developed strategic partnerships and relationships with individuals and companies
- Created and implemented standardized procedures and documents
- Trained staff on standardized procedures and documents
- Documentation of processes
- Review of Corporate Social Responsibility programs
- Implemented software and marketing programs in a hostel that increased occupancy from 30% to 70%+

Research Coordinator

Denver Health Medical Center - Eye Clinic

777 Bannock St, Denver, CO 80204

7/2006-10/2013

- Coordinated all research activities and logistics in a busy inner city Ophthalmology clinic
- Recruited study participants and informed participants of procedures
- Oversaw Internal Review Board (IRB) regulatory procedures
- Managed and entered study associated data
- Communicated with sponsors (i.e., DRCR.net, Lux Bio. Science, and Alimera)
- Assured compliance with regulatory standards and good clinical practices
- Designed and implemented research studies

Operating Manager/Owner

Green Bug Adventures LLC *Denver, CO* *2010-2020*

- An adventure travel and Ecotourism company doing curated trips to Ghana, Togo and Benin
- Night and weekend Entrepreneur
- Developed business concept and launched business
- Developed business plan
- Designed and created website www.greenbugafrica.com
- Built relationships and partnerships with West African companies
- Researched and evaluated ecotourism destinations in Ghana
- Sold, marketed and promoted of travel packages
- Planned and developed Eco-Adventures trips throughout West Africa

Project Citizen Coach

University of Denver - Center for Civic Learning and Engagement *Denver, CO* *2005-2006*

- Worked with seniors at Lincoln High School (two classes)
- Managed logistics and communication between University of Denver and Lincoln High School
- Arranged guest speakers
- Taught courses such as “public policy creation and change”

Wildfire Fighter

Grayback Forestry *La Grande, OR* *Summer 2003 & 2004*

- Worked on a team and communicated with 20 other fire fighters throughout Oregon
- Dug fire lines and performed back burns
- Did fire suppression work when not on fires
- Worked for long hours (up to 100 hours/week) under harsh conditions

University of Denver AmeriCorp Scholarship Recipient

University of Denver - Center for Civic Learning and Engagement *Denver, CO* *2002-2004*

- Taught 6th graders about community and environment (Cole Middle School)
- Coached students on their service projects (Cole Middle School)
- Tutored in math and science for Latino adults pursuing a GED

Skill Details

Computer skills

- MS Word
- Excel
- Power Point
- Internet Research
- Outlook
- Medical Data Entry
- Wordpress
- Photoshop/GIMP
- Basic HTML and CSS
- Hotel Reservation Management and Front Desk Software
- Medical Electronic Data Capture

Computer Hardware and Software support

- User/Customer Service Problem Solving
- Diagnosis and troubleshooting software and hardware
- Construction of customer computers, and hardware maintenance

Languages

- English- Primary
- Swedish- Conversational
- Spanish- Beginner

Leadership/Extracurricular Activities

- Surfer with some experience teaching beginner surf lessons *2014- Present*
- Permaculture and Sustainable Agriculture/ Ecovillage training *2015-Present*
- Volunteer Soccer Coach *2010*
 - Soccer coach for refugee children with the African Community Center
- Creative Marketing Administrator *2006*
 - Project Free “Skool” (University of Denver club which offers non-traditional education)
- Competitive skiing *1998-2002*