



PERSONAL PROFILE

As an outgoing collaborator who values storytelling and serving as a leader, I aim to be consistently creative and respectfully persuasive in my work. I believe success is built with strong brand storytelling and upholding strong relationships through innovative strategy. I aspire to kickstart my career client-facing on the account side in an agency environment.

EDUCATION

University of Minnesota Twin Cities

Strategic Communications

Bachelor of Arts: Journalism, Hubbard School

Sept. 2020-May 2023










GPA: 3.6

Deans List Fall 2022





Deans List Fall 2020

Minor, Studies in Cinema + Media Culture

SKILLS

- | | |
|---|--|
|  Public Speaking |  Leadership |
|  Microsoft Office |  Social Media |
|  Project Planning |  Google Suite |
|  Simmons Insights |  Theatre |
|  Singing | |

CONTACT

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RYAN DIRCKS

STRATEGIC COMMUNICATIONS

EXPERIENCE

The Lacek Group

Account Management Intern, June-August 2022

- Client-facing role interacting and working with Ford-Lincoln clients
- Develop work effectively through briefs, presentations, and independent research
- Communicate with Account Director and other managers to meet goals
- Create strategies focusing on social/digital media relevant to the brand's goals
- Act as Account Manager within intern group to develop a team project spec IMC in the Metaverse utilizing real clients and current digital trends

Vocal U A Cappella

Vice President, May 2022-Present

- Lead external communications for VU with University and other a-cappella groups on campus
- Work on marketing team across all campus groups to promote and create event with UW-Madison, 1k+ attendees
- Assist in graphic design and social media objectives

Public Relations Director, May 2021-May 2022

- Create and publish content across all social platforms
- Run and manage all social media accounts + website
- Published group covering songs on social media (75k+ views)

Hearth & Home Technologies

Member + Community Relations Intern, Jan-May 2022

- Strengthen talent acquisition by modernizing and creating content across employment pages (Indeed, Glassdoor, LinkedIn)
- Refresh and improve HHT digital and social media presence

Golden Magazine

Social Media, Feb. 2021-Jan. 2022

- Develop social media content and produce relevant media for Golden's social platforms
- Team leader for content development of Pop Culture and Holiday/Current Events

Tommy Hilfiger

Brand Ambassador, July-Sep. 2021

T-Mobile

Brand Ambassador, Feb-Apr. 2021