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# Ryan M. Keeler

Web Strategist and Digital Marketer with 15 years of experience and backgrounds in analytics and web development.





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Portland, OR Area

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## PROFESSIONAL EXPERIENCE

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- 07.2017 – Present **Global Program Manager: Web Strategy and Digital Marketing** Portland, OR  
*Intel Corporation, Global Talent Acquisition*
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- Managed the redesign of jobs.intel.com's 5 most trafficked global pages to affect a performance increase for the site of +180 job applications per month. Completed the project in 3 weeks.
  - In 4Q21, increased jobs.intel.com performance by +850 leads/month and +530 job applications/month as manager of the Global Digital Experiment Program.
  - Managed and led the project to implement a new search engine on jobs.intel.com, increasing site search usage from 2% of site traffic to 13%.
- 07.2017 – Present **Global Program Manager: Web Analytics** Portland, OR  
*Intel Corporation, Global Talent Acquisition*
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- Implemented, configured and administered jobs.intel.com's Google Analytics property and Google Tag Manager container, including the site's events schema and the "Learn/Love/Commit" goal taxonomy.
  - Engineered a custom JavaScript solution to capture Google Analytics UTM campaign parameters and pass them to the CRM during lead submission. This allowed us to tie jobs.intel.com performance to down-funnel outcomes like manager screens, interviews and hires.
  - Developed jobs.intel.com's digital omnichannel strategy, placing it at the center of all digital marketing activity and earning it 120,000 job applications and 33,000 lead submissions per month.
- 10.2014 – 12.2016 **Talent Marketing Strategist: Measurement Team (Working Student)** Munich, DE  
*Intel Corporation, Global Talent Acquisition*
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- Negotiated with IT to bring ownership of jobs.intel.com's Google Analytics account into our organization under my management so that data collection, goal setting and reporting could be tailored to talent acquisition's needs.
  - Created Intel Global Talent Marketing's first marketing analytics strategy (Learn/Love/Commit).
  - Pitched the strategy to org leadership, resulting in their support of a complete global rollout.
  - Trained the global talent marketing organization to measure and evaluate their marketing programs using the "Learn/Love/Commit" analytics strategy I developed.
  - Managed the strategy's rollout using case studies I generated in pilots with the US, Germany, Israel, the UK and Costa Rica.
- 07.2012 - 03.2013 **Program Manager: Marketing for Battery Management (BMS)** Dallas, TX  
*Texas Instruments, Inc.*
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- Made technical documents convenient for consumers with the aggregator program, resulting in more conversions per quarter than any other BMS program.
  - Built relationships with 5 product lines to understand their managers and reduce my product launch flow time by 20% in 3 months.
  - Inspired 2,500 inactive customers to take their first action in 3+ years with an e-mail promoting Thank an Engineer, TI's social media/video program.
  - Conducted research on young professional engineers and wrote 2 blog posts with the resulting insight, each of which were two of TI's best of all time (top 5 for readership, top 2 for comments). Views and comments each in the thousands.

07.2010 – 07.2012 **Program Manager: eCommerce and Distribution Internet Marketing** Dallas, TX  
*Texas Instruments, Inc.*



- Managed international team of distributors (US, Germany, Singapore) to reduce cost per conversion for Coop Paid Search program from \$1.44 to \$0.88 in 1 year.
- Organized Coop Paid Search data for rapid analysis of online consumption behavior, allowing immediate decisions after identifying opportunities.
- Coordinated and optimized the iPhone/Android app ad campaign through purchase behavior analysis and A/B/C testing to earn a \$7 cost per installation.
- Created and led Thank an Engineer social media program's 7-member team to appeal to young engineers, earning it a 12k visitor/month audience in 1 month.

01.2010 - 05.2010 **Regional Marketing Communications Intern** Austin, TX  
*National Instruments, Inc. (NI)*



- Developed a new 1:1 marcom strategy that targeted top accounts' Finance executives with analyses of the potential impacts of NI products on their financial statements.
- Won Director- and Management support of my strategy to appeal to finance leaders.

08.2009 – 12.2009 **Advertising Intern** Austin, TX  
*National Instruments, Inc. (NI)*



- Developed new web analytics framework reflecting consumers use of ni.com
- Highlighted trends in consumer behavior with NI ads by building an online data visualization tool for the ad creative and media strategy teams

05.2009 – 08.2009 **GuiaBot Project Team Lead** Austin, TX  
*National Instruments, Inc. (NI)*



- Recruited and led 6 people for my GuiaBot project to research customers at NIWeek 2009
- Successfully pitched GuiaBot Project to MobileRobots, Inc. leadership
- Used the GuiaBot to learn how design engineers think at NIWeek 2009

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09.2008 – 01.2009 **Marketing Team Lead: Austin, Texas Region** Austin, TX  
*theKDRgroup Entertainment Marketing Firm*



- Organized and moderated a focus group to learn how musician Will Gray could be positioned by the firm to the student market in Austin, Texas. My analysis and report were recognized by the owners as the best they received from all leads, nationwide.
- Recognized as “always among the top 2 marketing interns” of more than 50 nationwide by company owners for my guerilla marketing campaigns in support of documentary *Call + Response* to raise awareness of the modern global slave trade.
- Initiated partnerships with 11 human rights orgs at UT Austin to promote *Call+Response*

05.2008 – 08.2008 **Web Events Intern** Austin, TX  
*National Instruments, Inc. (NI)*



- Managed the July LabVIEW Virtual User Group resulting in 120 attendees
- Hosted 10 webcasts to put LabVIEW 8.6 customers directly in contact with the engineers responsible for developing it.

05.2007 – 05.2008 **Search Engine Optimization Associate** Austin, TX  
*Apogee Search, LLC*



- Led monthly calls with clients to share audience search behavior insight and help them optimize their search engine optimization campaigns
- Improved PP Gazette's monthly organic search traffic by 102% in 6 months

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## EDUCATION

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Summer 2016 **MS, Consumer Affairs (Name changed to Consumer Science in 2018)** München, DE  
Technische Universität München

January 2014 **Proficiency, German Language (A1, A2, B1, B2)** München, DE  
TANDEM München & Der Münchner Volkshochschule

May 2010 **Maymester in Marketing Research** Hong Kong  
The Chinese University of Hong Kong

May 2010 **BBA, Marketing** **BS, Advertising (TexasMedia Advanced)** Austin, USA  
The Red McCombs School of Business College of Communication  
The University of Texas at Austin The University of Texas at Austin

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## RELEVANT SKILLS

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### Technical

R, R Studio  
Python, Pandas, NumPy, Plotly, Matplotlib  
Google Analytics (GA4, UA), Adobe Analytics  
Tag Manager, DataStudio, PowerBI, DAX  
CSS, HTML, JavaScript, PHP

### Web & Marketing

Content Experiments  
Web Analytics  
Business Cases/ROI  
Website Architecture Design  
Campaign Management

### Organization

Project Planning  
Budget Management

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## ACTIVITIES & HONORS

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09.2005 – 05.2007 **Freshman Business Association** Austin, USA  
*Marketing Director (2006-2007), Publicity Chair (2005-2006)*

- Created/directed the 7-member FBA Film Federation (video ad team)
- Created/directed the 7-member FBAction! Newsletter Squad
- Recruited 241 new members for the 2006-2007 school year

25 March 2014 **DAAD Study Scholarship for TUM Master Program** Munich, DE

Spring 2010 **University Honors:** Awarded for 7 Semesters Austin, USA

Fall 2008 **Best New Business Concept:** Entrepreneurial Marketing Class Austin, USA

Fall 2008 **Best Behavioral Analytics Report:** Web Analytics Class Austin, USA

Fall 2007 **Entry of the Year:** Apogee Search Friday Challenge (Creative Writing) Austin, USA

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## LANGUAGE SKILLS

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**English:** Native  
**Spanish:** Professional/Conversational

**German:** Intermediate/Travel  
**Mandarin:** Basic