

Monica Ryan

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SKILLS

Content creation/strategy · Adobe Creative Suite · Storytelling · Copywriting & Editing · Brand Voice Alignment · Editorial Calendar Management · Hootsuite · Email Marketing · Data Analytics · SurveyMonkey

PROFESSIONAL EXPERIENCE

Missouri Athletic Club

Nov 2022 - Present

Integrated Communications Manager

- Responsible for hosting, producing, editing, and promoting MAC Connections, a bi-monthly podcast, achieving a 45% increase in recorded episodes from April 2023 to 2024.
- Successfully launched a new member app, securing 1,000+ downloads within the first two days of release.
- Manages the club's social channels increasing video output by 75% YoY 2022-2023.
- Produces engaging video content for prestigious events, including the Jack Buck Awards, MAC Hermann Trophy Banquet, and USBWA Awards, to enhance event experiences.
- Leads the coordination and recording of interviews with prominent industry professionals and influencers, ensuring seamless execution and high-quality production.
- Directs content strategy and ensures timely publication as Managing Editor of the club's monthly magazine, overseeing the editing of high-profile columns by the GM and President.
- Utilizes AI to improve efficiency in video captioning and photo editing workflows.
- Crafts impactful press releases that generate media coverage for major milestones.
- Curates and distributes email communications to a membership base of 7,000+, fostering community engagement and participation.

KTVI FOX 2

June 2020 - Nov 2022

Digital Sports Reporter

- Authored high-performing daily news articles that consistently attracted over 600K page views per month.
- Launched The Female Field media series, creating a platform to spotlight elite female athletes and their stories.
- Hosted, produced, and scripted an engaging on-air segment highlighting the day's most popular stories, ensuring audience retention and relevance.
- Provided in-depth coverage of St. Louis' top sporting events including Cardinals Opening Day, USA vs. CAN Women's Hockey Game, Albert Pujols chasing 700 home runs.

Producer

- Created Instagram and Facebook Reels that consistently achieved 60,000+ views and TikToks exceeding 10,000.
- Produced, directed, and hosted daily Facebook livestreams, engaging an audience of 955K+.
- Led the station's strategy for short-form video content across Facebook, Instagram, TikTok, and YouTube, driving consistent engagement and brand growth.
- Analyzed daily performance metrics to curate a targeted email newsletter distributed to 178,000 subscribers, promoting audience retention and engagement.
- Selected as a member of Nexstar's inaugural Digital Leadership Development Program, demonstrating commitment to innovation and leadership in the digital media landscape.

KRCG 13

May 2019 - June 2020

Digital and Broadcast Producer

- Boosted Instagram engagement by 40% within four months (September 2019–January 2020) through innovative strategies and audience-focused content.
- Orchestrated camera angles, video segments, and scripts for daily newscasts using iNEWS, delivering smooth and professional broadcasts.
- Created and shared engaging social media content, expanding reach to 20,000+ users on Facebook and 1,500+ on Instagram.

EDUCATION

Saint Louis University

- Major: Communication with an emphasis in Journalism
- Minors: Graphic Design and Sports Business
- NCAA DI Field Hockey Scholarship Player