

# ryan leckie cpa

## SUMMARY:

An award-winning advertising creative (e.g. SXSW, Clios Health, Webby, D&AD, etc) with years of international agency experience creating ad campaigns for big name brands like Volkswagen and Burger King. I have a diverse range of experience and skillsets, which span product management, advertising, marketing (I'm also a CPA), which enable me to approach problems from a much wider vantage point than most of my peers.



## PHONE:

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## E-MAIL:

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## CURRENT LOCATION:

Pittsburgh, USA

## LINKEDIN:

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## experience

**R.G. Johnson Company, Inc., Project Analyst, 9/2020-Present, Pittsburgh, USA**

Working on overhauling entire Company website that's been untouched for 10+ years.

Leading Company diversification efforts to expand into a non-energy related industry. Creating daily field reports from job sites to analyze continued performance metrics.

**Penn Home Solutions, Co-Founder, 1/2020-8/2020, Pittsburgh, USA**

Successfully closed 100% of deals with a 158% bump in per deal revenue and reduced lead times. Designed logo and overall branding. Setup and managed social media accounts and MailChimp marketing campaigns. Business shut down due to coronavirus.

**Blood Type Bots, Co-Founder, 1/2017-10/2019, Hamburg, DE & Pittsburgh, USA**

SXSW Interactive Innovation Awards winner 2018. Notoriety led to talks with interested parties including Facebook, who would go on to create their own in-app feature.

**Grabarz & Partner, Art Director / Creative, 12/2017-5/2019, Hamburg, DE**

Concepted, coordinated, executed and shipped a wide variety of creative assets for the likes of Volkswagen, Burger King, etc. Effectively coordinated efforts between various stakeholders. Participated in many creative sprints. Left to return home to USA.

**Facebook & Deutsch, Creative Strategist Intern, 1/2017-6/2017, NYC, USA & Berlin, DE**

School internships. At Facebook, I helped create FB-centric campaigns for Red Bull and Share the Meal, My partner and I devised a new in-app camera feature for Share the Meal called "Camera Giving" and our campaign went on to win us a Webby nomination.

## Other Past Employment:

CPA at both Gleason & Associates (Pittsburgh, USA) and Deloitte (Pittsburgh, USA).

## education

**Product School, Online**

Product Management Certificate

**MIT Sloan, Online**

Digital Marketing Analytics Certificate

**Miami Ad School, Hamburg, DE**

Portfolio School, Advertising

**SuperHi, Online**

Front-End Web Development

**University of Pittsburgh, USA**

M.S. Accounting

**Denison University, Granville, USA**

B.A. Economics, *Summa Cum Laude*

## awards & misc

1 x SXSW Interac. Innov. Award Winner

1 x Clios Health, Bronze

1 x Webby Award, Nomination

1 x New York Festivals, Finalist

2 x D&AD New Blood, Yellow & Wood

1 x ADC Germany, Gold

5 x Additional Awards That Can't Fit

1 x IRONMAN Finisher (Tempe, USA)

1 x CPA License (Active)

1 x Facebook Blueprint Certification

1 x Passed National & State Real Estate Examinations (Pennsylvania)