

Erin Ryan

Marketing & Graphic Design • erinroseryan@gmail.com • [Website](#)

PROFESSIONAL EXPERIENCE

Marketing Manager, Greater Austin YMCA | Austin, TX | June 2024 - Present

- Serve as lead graphic designer for digital, print, out-of-home and environmental graphics that support eight fitness centers, 50+ afterschool sites, 20+ summer camps and two preschools.
- Led creative development and launch of YMCA® Tomorrow Academy™, creating the brand identity and designing assets across print, digital, email, uniforms, signage, environmental design and social channels.
- Design all paid media creative and manage a \$1M+ budget across Meta, TikTok, programmatic display, CTV, digital audio and out-of-home, exceeding join targets by 20–24% while reducing external design costs by \$30,000 monthly.
- Directed end-to-end production of a \$30K commercial photo and video campaign, overseeing talent recruitment, vendor selection, logistics and on-site production.
- Build standardized marketing workflows and templates for multiple departments to improve campaign consistency and execution speed.

Communications Manager, Quest Corporation of America | South Florida | August 2021 - February 2023

- Managed public involvement for 10+ concurrent transportation, aviation, environmental and infrastructure projects across Southeast Florida for municipal, county, state and airport clients.
- Developed and executed strategic public outreach plans for projects valued from \$10K to \$29M through stakeholder engagement, media relations, digital communications and community outreach.
- Planned and facilitated public meetings and committee workshops by coordinating venues, GIS-targeted direct mail campaigns, press releases, agency notifications, elected official correspondence, stakeholder communications, meeting presentations, public Q&A sessions and post-meeting reporting.
- Collaborated with aviation leaders, engineers and community stakeholders on high-profile public initiatives, including Airport Noise Abatement Committee meetings involving FAA representatives, air traffic control, commercial airlines and local governments.
- Led marketing and creative strategy for the 2021 St. Lucie County Earth Day Festival by producing social media and radio campaigns that helped attract a record-breaking attendance of 7,000+ attendees.

Communications Assistant, University of South Florida Alumni Association | Tampa, FL | May 2019 - April 2021

- Managed and designed daily social media content for 222K+ followers to support alumni engagement and digital growth.
- Increased Instagram following by 100% organically over two years, including a 21% growth spike in 3 weeks by designing graphics and executing a holiday giveaway campaign with weekly prize drops.
- Interviewed alumni and wrote feature articles for the USF Magazine (40K+ circulation).
- Boosted the USF Alumni Association mobile app user base by nearly 50% organically in less than six months through strategic social media promotions.

Graphic Design Intern, University of South Florida Football Dept. | Tampa, FL | May 2019 – April 2021

- Designed high-volume creative for the Division I football program, including recruiting graphics, gameday content, stadium signage and videoboard.
- Created weekly custom recruiting graphics using Adobe Creative Suite, personalizing designs based on the individual athlete interests and backgrounds for them to share on social media and strengthen recruiting outreach.
- Section lead for marketing photoshoots to capture portraits for websites, media, printed materials and player social media accounts.
- Developed gameday graphics to support digital engagement partnerships and announcements on social media (155,000+ followers).

Development & Marketing Intern, ECHO of Brandon | Brandon, FL | January 2019 – May 2019

- Supported marketing and digital communications for the nonprofit's social enterprise, ECHO Handmade, by creating and designing social media content, email communications and e-commerce product listings.
- Managed website updates and product descriptions for ECHO Handmade to promote and feature handmade goods that generated revenue for nonprofit programs.
- Led photography for ECHO Handmade upcycled product campaigns, producing images used across website, social media, signage and event displays.
- Wrote and distributed two monthly ECHO of Brandon email newsletters to various audiences including staff, volunteers and board members.

EDUCATION

Bachelor of Science in Public Relations & Advertising, University of South Florida

AWARDS

Received the 2022 Quest GEM Award in recognition of outstanding leadership, client service, and community engagement.

SKILLS

Creative & Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, Lightroom), Canva, Squarespace, Wix, Environmental Design, Photography

Marketing & Media: Paid Social (Meta, Google/Search, TikTok), Organic Social Strategy, Copywriting, Email Marketing, Press Release Writing, Campaign Reporting, SEO

Platforms & Tools: Hootsuite, Daxko, Asana, Monday.com, Microsoft Office, Meta Business Suite, Meta Ad Manager, Mailchimp



Erin Ryan

design portfolio
2026



About Me

I'm a creative marketing manager with 7+ years of hands-on experience in campaign production, design and cross-channel execution across digital and print.

All designs created using the Adobe Creative Suite, including Illustrator, InDesign and Photoshop.

See more on my [website](#).

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TRyan Functional Health Solutions

Brand Identity • Website Design • Photography

Designed a complete brand identity for a primary care practice, including logo development, website design, photography, print collateral & storefront graphics.





TRYAN
Functional
Health Solutions
WITH PRIMARY CARE



TRYAN
Functional
Health Solutions
WITH PRIMARY CARE



TRYAN
Functional
Health Solutions
WITH PRIMARY CARE

OPEN NOW!



TRYAN
Functional
Health Solutions
WITH PRIMARY CARE

Primary Care Near You

Our new primary care office is focused on helping you feel your best through personalized, comprehensive medical care. We accept health insurance, walk-ins and offer flexible payment options through Cherry.

Whether you're looking to improve your energy, balance your hormones, support your long-term wellness or stay proactive about your health, we're here to help.

What We Offer

- Primary Care
- Functional Medicine
- Hormone Therapy
- IV Therapy
- Nutrition & Weight Loss Support

Virtual and in-person appointments available in English and Spanish.

Get Started Today!

- 📍 1419 Belladonna Pl. St. Cloud, FL 34771
- 📞 407-734-1069 or 407-246-1970
- 📠 407-734-1496 (FAX)
- 🌐 tryanfunctionalhealth.com



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EN

Personalized Healthcare for Your Whole Health

Personalized primary care and wellness services designed to support your health at every stage of life, in person or virtually.

Start Today

Call 407-734-1069 or 407-246-1970 to schedule an appointment.

St. Cloud Office OPEN NOW at 1419 Belladonna Pl. St. Cloud, FL 34771

Hours of Operation
Monday-Friday: 8 am - 5 pm
Saturday: 8 am - 12 pm



TRYAN
Functional
Health Solutions
WITH PRIMARY CARE

Atención primaria • Medicina Funcional • Bienestar
Primary Care • Functional Medicine • Wellness



KEEPING GREATER AUSTIN

COMMUNITY STRONG

JOIN US TODAY







KEEPING GREATER AUSTIN

COMMUNITY STRONG

JOIN US TODAY





KEEPING GREATER AUSTIN
COMMUNITY STRONG

145,000+

MEMBERS & PROGRAM PARTICIPANTS SERVED IN 2025

GREATER AUSTIN YMCA

2025 IMPACT AT A GLANCE



111,000+

Workouts enabled by childcare



2M+

Visits to our community fitness centers



1 in 8

Families received membership financial assistance



Nearly 14,000

Participants in swim or Project S.A.F.E. lessons



Community Strong Campaign



Campaign Design • Fundraising • Environmental Graphics

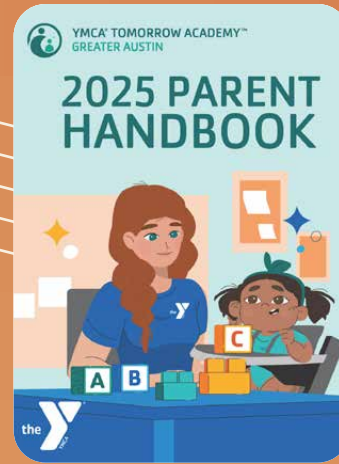
Served as lead designer for the Greater Austin YMCA's annual Community Strong fundraising campaign, creating a cohesive visual system used across eight fitness centers & multiple donor touchpoints. Designed print, digital, environmental & event materials to communicate the impact of financial assistance programs.



YMCA® Tomorrow Academy™

Branding • Environmental Design • Marketing Collateral

Built a comprehensive visual identity system from an existing logo, establishing the look & feel of YMCA® Tomorrow Academy™ across two locations through environmental graphics, parent & staff resources, marketing materials & digital communications.



NEW CHILD CARE CENTER
YMCA® TOMORROW ACADEMY™
 AGES 6 WEEKS TO 5 YEARS OLD

NEW Childcare Center Open Now in Southeast Austin!

YMCA® Tomorrow Academy™ provides a nurturing learning environment designed to help each child thrive. Curriculum includes early literacy, creative arts, nature play and physical exercise.

Backed by decades of research, our Constellation of Care™ model focuses on personalized learning, one-on-one support and responsive teaching.

- ▶ YMCA® Playing to Learn™ Curriculum
- ▶ Safety & Hygiene
- ▶ Parent-Teacher Engagement
- ▶ Health & Nutrition
- ▶ Family Wellness

SCHEDULE A TOUR!
 YMCA® Tomorrow Academy™
 By Over Springs Public Health
 5811 Palo Blanco Ln
 Austin, TX 78744
 eacy@austinyymca.org

the Y **KEEPING GREATER AUSTIN KIDS LEARNING**



YMCA® TOMORROW ACADEMY™
 GREATER AUSTIN

Our Constellation of Care™ Model
 Supported by decades of research-based practices.

+ YMCA® Playing to Learn™
 Based on research which shows play is essential to the healthy social-emotional & cognitive development of all children.

Personalized Learning Paths

- ▶ Tailored activities based on each child's interests, strengths and developmental level
- ▶ One-on-One Support
- ▶ Individualized guidance and encouragement to foster confidence and growth
- ▶ Responsive Teaching
- ▶ Teachers adjust activities and support based on children's learning interests and needs



OUR CONSTELLATION OF CARE™

Our Constellation of Care™ model is supported by decades of research-based practices in child development, neuroscience, healthcare and educational theory.

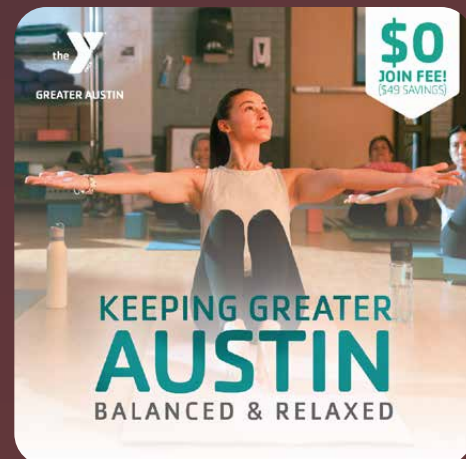
YMCA® TOMORROW ACADEMY™
 GREATER AUSTIN



the **Y** WCA
GREATER AUSTIN

\$0
JOIN FEE!
(\$49 SAVINGS)

KEEPING GREATER
AUSTIN
FIT & FIERCE



the **Y**
GREATER AUSTIN

\$0
JOIN FEE!
(\$49 SAVINGS)

KEEPING GREATER
AUSTIN
BALANCED & RELAXED



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GREATER AUSTIN

\$0 JOIN FEE! (\$49 SAVINGS)

KEEPING GREATER
AUSTIN
FOCUSED & FLEXIBLE



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GREATER AUSTIN

\$0 JOIN FEE! (\$49 SAVINGS)

KEEPING GREATER
AUSTIN
MOVIN' & GROOVIN'



the **Y**
GREATER AUSTIN

\$0 JOIN FEE! (\$49 SAVINGS)

KEEPING GREATER
AUSTIN
STRONG & POWERFUL



the **Y**
GREATER AUSTIN

\$0
JOIN FEE!
(\$49 SAVINGS)

KEEPING GREATER
AUSTIN
FUN & FIT



the **Y**
GREATER AUSTIN

\$0
JOIN FEE!
(\$49 SAVINGS)

KEEPING GREATER
AUSTIN
ACTIVE & STRONG



the **Y**
GREATER AUSTIN

\$0
JOIN FEE!
(\$49 SAVINGS)

KEEPING GREATER
AUSTIN
MOTIVATED

Keeping Greater Austin Campaign

Campaign Design • Paid Media • Environmental Graphics

Served as lead designer for a \$1 million integrated membership campaign, developing creative assets for paid & in-center marketing across digital, print & out of home placements. Designed campaign visuals used in Meta advertising, billboards, digital display, programmatic, TikTok and more.



University of South Florida Football



Sports Design • Social Media • Recruiting Creative

Created digital content for NCAA Division I football recruiting, game day communications & social media posts. Designed a variety of graphics that supported player recruitment, fan engagement, team storytelling & in-stadium experiences while working within the USF Football brand.



Other Special Projects

Event Promotion • Print Design • Personal Projects

A curated collection of freelance & personal projects showcasing creative work across print, digital & event marketing.



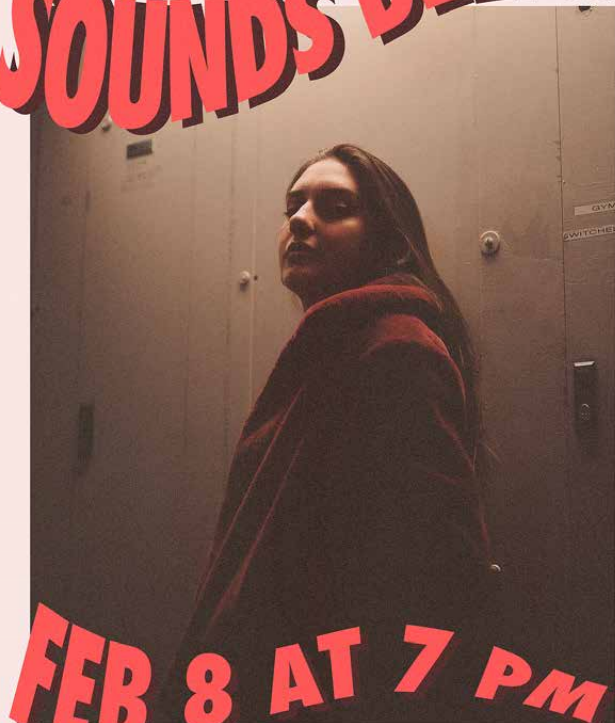


Sounds Deep...

Event Promotion

Created promotional materials for a recital at Carnegie Mellon University, including event posters & social media graphics.

SOUNDS DEEP...



alumni concert hall, cfa
Megan Mateosky, mezzo-soprano
Alyssa Vieau, mezzo-soprano
BJ Miller, piano
Valéry Ryvkin, piano

SOUNDS DEEP...



alumni concert hall, cfa
Megan Mateosky, mezzo-soprano
Alyssa Vieau, mezzo-soprano
BJ Miller, piano
Valéry Ryvkin, piano

Just Married



TUESDAY, AUG. 8, 2023

BOULDER, COLORADO

Elopement Postcard

Print Design

Designed a postcard for a couple's elopement announcement.

Spotify Covers

Digital Design

Developed a series of custom playlist covers by utilizing visual storytelling through typography & imagery.

