

RYAN KEEFER

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LEADERSHIP FOCUS OVERVIEW

Passion for technology and exploration with core focus to lead, coach, build and innovate with dev teams through hands-on front-end, devops, leadership, and experimentation.

EXPERIENCE

Scale Media | Los Angeles, CA 2022- Present

Engineering Manager

Help plan and coordinate engineering projects, build and manage diverse teams of engineers from different disciplines, formulate and execute strategies, and coordinate with other managers. Provide technical leadership, influence, and partner to design systems and platforms that perform at scale. Strategize and influence the product vision and roadmap. Build trust and foster a collaborative team culture. Provide mentorship and clear direction with emphasis on career development. Hire top performing engineering talent.

Centerline Digital | Raleigh, NC 2020 - 2022

Interactive Director

Collaborate, advise, and innovate on development, design, strategy, creative, and client services teams to create experiences to drive client goals and build business. Manage and mentor developers and UX designers. Build internal and external teams skills and processes to offer deep knowledge and expertise in development and interactive.

CLEAN, INC. | Raleigh, NC 2014 - 2019

Associate Technical Director

Managed, supported and mentored developer/project manager team, coding web sites, emails and apps with Agile/Kanban. Built internal dev resources, technology best practices and processes. Ran internal/external dev teams through daily standup, 1:1 and dev sharing. Assisted in pitches, new business and training of account/creative teams. Experimented, innovated and prototyped new technologies, advising on viability and suitability. Translated concepts into responsive, SEO-friendly, speed optimized web sites utilizing HTML5, CSS3, JavaScript, jQuery, PHP and WordPress.

THREE SHIPS | Raleigh, NC 2014

Search Engine Optimization Manager

Managed team of SEO analysts/independent contractors. Generated/revise SEO strategies. Reviewed team output. Mentored and coached team. Delivered business results from SEO campaigns with a deep understanding of organic search best practices and strategies. Advised and implemented organic search campaigns. Presented to clients. Implemented/optimized web sites/properties using HTML, CSS, JavaScript, jQuery and CMS's (WordPress, HiFi, HubSpot, Drupal, etc.). Advised and managed technology best practices, procedures and streamlining of processes.

MEDTHINK COMMUNICATIONS | Raleigh, NC 2013-2014

Senior Front-End Developer

Built and maintained front-end/UI of web sites/apps for various medical/pharma clients utilizing HTML5, CSS3 and JavaScript/jQuery in an Agile environment. Developed/maintained HTML5, CSS3 and jQuery-based presentations in Veeva iRep iPad application. Worked as liaison between technical teams, project management and clients.

EXPERTISE

Development Team Leadership



HTML/CSS



Front-End Development



WordPress Dev/Management



DevOps / DevOps Management



JavaScript/jQuery



PHP



SEO



EDUCATION

BA in Journalism/Mass Communication

University of North Carolina at Chapel Hill

Concentration: Visual Communication and Graphic Design

Minors: Information Science and Music

CERTIFICATIONS

Adobe Solution Partner, Bronze

CCL Boost, New Leaders, Center for Creative Leadership

DoubleClick Core Certification

Google Analytics Individual Qualification

HTML5/CSS Certification, TemplateMonster

HTML5 HubSpot Marketing, Design & Dev

SEMRush SEO Fundamentals

SEMRush Social Media Toolkit

SEMRush Technical SEO

U.S. Center for SafeSport Trained

WordPress Certification, TemplateMonster

Adv. WordPress Certification, TemplateMonster

WordPress SEO Certification, TemplateMonster

Youth Soccer Injury Recog., Sideline Sports Doc

PORTFOLIO/LINKS

portfolio.ryankeef.com

couragecountry.com

keefr.com

linkedin.com/in/ryankeef

MORE EXPERIENCE

CENTERLINE DIGITAL Raleigh, NC Interactive Developer	2011-2013
RWK Digital Raleigh, NC Web Developer / Designer	2019 - Present
ICONTACT MORRISVILLE, NC Web Developer / Designer	2010 - 2011
ULANGUZI CREATIVE STRATEGIES Raleigh, NC Developer	2006 - 2010
NET32, INC. Cary, NC Design / Front End Development Lead	2000 - 2006

AWARDS

- Awwards.com Honorable Mention – GoInMyMind.com – 2018
- American Advertising Awards, Bronze – personifysearch.com – 2017
- Web Marketing Association, Outstanding Achievement in Web Development - Channel Advisor Catalyst Microsite – 2013
- Web Marketing Association - WebAward for iContact.com – 2010

COMMUNITY

- NCFC Youth Soccer Coach, Recreation and Challenge – 2016 - Present
- Employer Advisory Board, Momentum Learning – 2018 - 2019
- Ravenstone HOA President – 2012 - 2013
- Ravenstone HOA Treasurer – 2011 - 2012

SPEAKING ENGAGEMENTS

- *You are Techy* Podcast and Portfolio Reviews - 2021-present
- *Six Point Weekend* Podcast - 2020 - present
- UNC-CH General Alumni Association Interview Panel - 2020
- *CareerPro* Podcast - 2019
- UNC-Chapel Hill Alumni Association Internship Panel - 2018
- Shaw University Employer Panel - 2018
- St. Augustine's University Employer Panel - 2017 - 2019
- NC Central Employer Panel - 2017 - 2018
- Living Arts College Professional Panel - 2015
- *The Bucky Birt Show* Podcast - 2014

PAST WEB + BRAND EXPERIENCE

ABB
Affordable Care
BBH Design
Broadcom
Builders Mutual
Carolina / Wilmington Beaches
CenturyLink
Channel Advisor
Cloudera
Club Nova
Community Foundation of Greater Greensboro
Dogwood Philanthropy Group
Downtown Raleigh
Durham Distillery
East West Club Partners
FMI
The Freelon Group
Hutchinson Law
IBM
Glenwood Agency
Grande Villas Indian Beach
Hughes Opticians
Hyster
Interact of Wake
Invisalign
Kane Residential
Kay Yow
Kyndryl
Laura Bromhal Realtor
Lenovo
LoneRider Beer + Lonerider Spirits
Lumen
NC State Alumni Association
PayPal
Ping Identity
PointSource
Riverbark
Rocky Top Hospitality
SART NC
SAS
Sensus
Shane Bull
Shelton Leadership
Spectrum Enterprises
Square1 Bank
Surgical Review Corporation
Three Post
TrustAtlantic Bank
University of North Carolina at Chapel Hill
UNC Kenan-Flagler School of Business