

RYAN J MUNDT

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EXPERIENCE

DAIMLER TRUCK AG (Tokyo, Japan)

Digital Marketing Manager 2019-present

- Lead redesign and launch of Mitsubishi Fuso's global website and content management.
- Convert marketing strategy into customer-focused creative content, including photography, video and editorial content.
- Management of operations budget ensuring compliance throughout procurement process.
- Regular communication with HQ to ensure consistent brand voice across 175+ markets and adherence to corporate guidelines and protocol.
- Management of brand's social channels, content creation and follower acquisition campaigns.
- Manage content across earned/owned channels, paid media campaigns and sales leads generation.
- Creation and management of digital portal, ensuring global partners and vendors access to vital digital content.
- Amplify success of in-person auto shows and launch events into 360-degree digital customer experience (Tokyo Motor Show, product launch event, etc).

NIKKEI ASIA (Tokyo, Japan)

Art Director 2015-2019

- Oversee redesign and launch of Nikkei's English-language website, Nikkei Asia.
- Establish and action new processes in line with company's digital-first initiative.
- Art direction of print edition redesign and process efficiencies.
- Elevate data visualization and photography, in line with top-tier global media outlets.
- Generate 360-degree content to ensure maximum impact across all reader touchpoints.
- Work with social media team to execute paid promotion and follower-acquisition campaigns.
- Work closely with Financial Times counterparts to leverage and apply industry-proven know-how.

MEDIA SENSE KK (Coca-Cola Japan) (Tokyo, Japan)

Freelance Graphic Designer 2013-2015

- Generate data-rich presentations, signage and graphics for executive team, IR and regional distributors in line with corporate design guidelines.
- Work directly with internal stakeholders, photographer and videographer to meet project goals.
- Creation of original bottle labeling and package design for sponsored events.
- Ensure start-to-finish consistency with Coca-Cola's strict global identity guidelines.

TOKYO AMERICAN CLUB (Tokyo, Japan)

Art Director 2008-2013

- Creation of digital marketing and event promotional material, including grand reopening campaign.
- Art direction and redesign of monthly lifestyle magazine, *INTOUCH*.

- Oversee creation and content management of club's new website.
- Manage design team, art direct video and photo shoots and coordinate with vendors to ensure delivery of time-sensitive material.

TOKYO NEWS SERVICE LTD (Tokyo, Japan)

Senior Designer 2006-2008

- Design and production of digital and print editions of *Shipping & Trade News*.
- Daily direct communication with editors, reporters and vendors to ensure on-time delivery.
- Generate fresh, industry-relevant content to grow readership and meet paid subscription KPIs.
- Top-to-bottom creation and launch of automotive industry-focused insert, *AutoLogistics Asia*.

SKYLINE DISPLAYS MANHATTAN (New York, NY)

Exhibit Designer 2003-2005

- Creation of highly engaging three-dimensional spaces based on marketing strategies and sales goals of global leaders in cosmetic, pharma and manufacturing industries.
- Convert client goals into sales leads through 360-degree brand experience.
- Deliver bespoke marketing solutions across all customer touch points based on client needs.

EDUCATION

ILLINOIS INSTITUTE OF ART (Chicago, IL)

BFA Visual Communications 1998-2002

NOTABLE CLIENTS

American Chamber of Commerce Japan (ACCJ), Australia Society Tokyo, Coca-Cola Japan, Diners Club International/citi Japan, Hilton Tokyo Bay

SOFTWARE

Adobe Creative Suites (Photoshop, Illustrator, InDesign), WordPress, Microsoft Office, PowerPoint, Keynote, etc.