

# RYAN A. WILCOX

Fort Worth, TX | (817) 823-4022 | r.a.wilcox08@gmail.com | <https://www.ryanwilcox.org>

## STRENGTHS/SKILLS

*Strengths:* Writing/Editing, Social Media Marketing, Web Development, AP Style, Non-Profit Leadership

*Software:* Wordpress CMS, Hootsuite, Microsoft Office, Google Docs, DonorPerfect, Adobe InDesign, Constant Contact, Canva

## COMMUNICATIONS EXPERIENCE HIGHLIGHTS

- Published features and website content on a guest post and contract basis
- Developed and expanded agency social media presence on Facebook, Youtube and LinkedIn; created a blog and e-newsletter, building a following of 298 fans and 11 subscribers
- Led a team in the planning and production of a new website using Drupal CMS, working closely with consultants
- Developed an award-winning comprehensive public relations campaign for Safe Kids Buckle Up with local support from Chevrolet and Cook Children's Health Care System, culminating in a safety fair

## PROFESSIONAL EXPERIENCE

**Features Writer/Editor**, Fort Worth, TX, 2004 – Present

- Published features in traditional and online media, focused on causes, service and nonprofits
- Developed content during the drafting process by working with assigned editors
- Portfolio/Clients:
  - GoAbroad.com;
  - CQB Nonprofit;
  - Red Cross DFW;
  - Media Cause;
  - Idealist.org;
  - VolunteerForever.com;
  - The Fort Worth Zoo.

**City of Fort Worth**, Fort Worth, TX, 2014 – Present

*Golf Shop Attendant*

- Provided customer service to golfers by answering phones, and questions

**Whetstone Boys Ranch**, Mountain View, MO, 2013 – Summer 2013

*Mentoring Specialist*

- Published content for Whetstone's quarterly newsletter, monthly e-newsletter, website, blog and Facebook page for Missouri residential boys home
- Developed a genuine mentoring relationship; living in the house with the residents 24/7

**Girls, Inc./Tarrant County Kids**, Arlington, TX, 2011 – 2012

*Site Instructor*

- Directed activities for after-school program for 35-45 children ages 5-12

**Fort Worth Zoo**, Fort Worth, TX, 2008 – 2012

*Event Staff*

- Provided customer service and information to all zoo patrons

**dr2marketing**, Colleyville, TX, 2012 – 2012

*Project Manager (contract)*

- Managed social media accounts for six clients using Hootsuite, including D&M Leasing

**Cornerstone Assistance Network**, Fort Worth, TX, 2009 – 2010

*AmeriCorps VISTA*

- Developed and expanded Cornerstone's social media presence on Facebook, Youtube and LinkedIn; created a blog and e-newsletter, building a following of 298 fans and 11 subscribers
- Led a team in the planning and production of a new website using Drupal CMS, working closely with consultants
- Produced new media, including a Network Partner Packet, brochure and promotional DVD
- Managed and recruited volunteers by attending community fairs and coordinating with interested volunteer groups
- Tracked 561 individual volunteers by using the DonorPerfect database

**Fort Worth Zoo**, Fort Worth, TX, Summers 2002 and 2008

*Public Relations Intern*

- Tracked the Zoo's print and broadcast media coverage
- Wrote and edited the *Zoo Monitor*, a weekly employee newsletter
- Assisted with the quarterly publication of *ROAR!* Magazine

**PRSSA Bateman Case Study Competition**, Fort Worth, TX, Spring 2008

- Developed a comprehensive public relations campaign for Safe Kids Buckle Up with local support from Chevrolet and Cook Children's Health Care System, culminating in a safety fair
- Prepared strategy and materials; secured local media coverage and developed sponsorships
- Placed 3rd out of 76 nationwide competitors

## **EDUCATION**

**TEXAS CHRISTIAN UNIVERSITY**, *Schieffer School of Journalism*: May 2008

*Bachelor of Science in Journalism*, Emphasis in Advertising/Public Relations

## **COMMUNITY INVOLVEMENT**

Epilepsy Foundation Camp Counselor

Habitat for Humanity Volunteer

Red Cross DFW Feature Writer