

RYAN M. ZIMMER

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SUMMARY OF QUALIFICATIONS

12+ years' experience in creative marketing and storytelling production. I help tell stories, educate, and propel idea adoption for various industries. I conceptualize and execute the creative look, message, and platform of innovative, industry-leading content.

SPECIALTIES

Story Development | Project Management | Content Direction | Educational Development | Cinematography | Post Production | Motion Graphic Design/Animation | Brand Development | Experience Design | Wordpress |

EXPERIENCE

MOD Institute | Continuing Education Center | Charleston, SC | May 2023 - June 2024

The MOD Institute is a continuing education center focused on learning initiatives for leading dental professionals. Areas of focus include 3D Printing, Digital Design and Digital Occlusion.

Creative Director - Video | May 2023 - June 2024

- Produced and directed the institute's first online expansion of its world-renowned education, bringing highly produced and directed content to dental professionals globally
- Directed and helped ideate MOD's first-ever product launch with the MOD Tile System, also accompanied by a 6-hour masterclass centered around product implementation
- Led and developed large multi-contractor workflows

Overflow | Storytelling Agency | Kansas City, MO | May 2016 - April 2023

Overflow develops written, verbal, and visual stories to accelerate the adoption of ideas. Using expertise in story structure and behavioral change, Overflow specializes in launching strategic initiatives and propelling social causes.

Senior Creative Producer | Mar 2021 - April 2023

- Expanded upon previous role with increased end-to-end client and project management
- Increased role in both client and external contractor management

Creative Producer | May 2016 - Mar 2021

- Assisted in the development and proposal of client content and production strategies
- Planned, managed, and executed scope of content production including cinematography, lighting design, sound, editing and motion graphic animation

Pea and Carrot Productions | Production Company | Kansas City, MO | July 2011 - Dec 2019

A creative visuals company that served the Kansas City area for over 8 years.

Founder and Owner | July 2011 - Dec 2019

- Produced cinematic videos, portraits, and product/lifestyle photography for clients
- Built and maintained company website through Wordpress

NOTABLE PROJECTS

Assistant Director | Clash of Trades (Episodic YouTube Series) | Project MFG | Mar 2021 - Dec 2021

A U.S. Department of Defense funded series promoting the career opportunities in skilled trades including welding, CNC machining and CAD programming.

Director of Photography | Where Students Lead (Feature Documentary) | CAPS Network | April 2019

An educational documentary placing a microscope on the current and historical approach to high school education while highlighting the movement and adoption of more engaged learning styles of the future.

Creative Producer | Zero Reasons Why (Social Campaign) | Overflow | 2019 - Present

A multi-county community mobilization campaign to remove the stigma of mental health and prevent teen suicide.

EDUCATION

State University of New York College at Oneonta | Oneonta, NY | Aug 2005 - May 2009

- Bachelor of Arts in Mass Communications (Concentration in Media Studies)
- GPA: 3.5 | Cum Laude Graduate Honors

Alumni of Distinction Award | State University of New York College at Oneonta | 2014