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Statesboro, GA 30458

EDUCATION

Associate of Science, Business Administration And Management
Blue Ridge Community College, Weyers Cave, VA
May 2010

High School Diploma
Fort Defiance High School,
Fort Defiance, VA
May 2008

RYAN LANTZ

PROFESSIONAL SUMMARY

A dynamic marketer with a strong background in channel marketing, high-impact events, and creative campaign launches that boost partner engagement and grow market share. Known for building solid relationships, leading global initiatives, and turning strategy into action with measurable results. A passion for sports, tech and anything that goes fast.

<https://www.linkedin.com/in/rlantz/>

Willing to relocate

EXPERIENCE

January 2025 - Current

Daniel Defense Inc. - Channel Marketing Manager - Dealer / Experiential, Ellabell, GA

- Managed 100+ annual trade shows, conferences, and VIP experiences such as SEMA, Rocky Mountain Elk Foundation and SHOT Show, elevating brand presence globally.
- Built and nurtured partnership programs with dealers, distributors and facilities teams to align initiatives with business goals.
- Directed creative activations and event collateral to drive engagement and sales.
- Oversaw multi-million-dollar event, advertising and merchandising budgets, optimizing ROI through data-driven decisions.
- Led a nine-person marketing team to execute seamless, high-impact global events, and go-to-market campaigns.

October 2019 - January 2025

TD Synnex, Microsoft - Sr. Vendor Marketing Manager, Clearwater, FL

- Directed and executed large-scale marketing campaigns and activations, boosting brand awareness globally.
- Managed \$6M+ annual marketing budget, optimizing spend for maximum impact within the tech industry for brands like Microsoft, and Google.
- Oversaw multi-channel campaign and event delivery, ensuring seamless execution and visibility.
- Analyzed performance metrics to improve ROI and drive strategic decisions based on historical performance and forecasted metrics.
- Built strong stakeholder relationships and managed partnership programs with companies like GES, Freeman, Cvent, and Kallman Worldwide to support cohesive campaign and event execution.

March 2018 - October 2019

Comcast - Sr. Brand Marketing Specialist, Stuarts Draft, VA

- Managed and executed live events and campaigns, creating content across web, social, and experiential channels.
- Analyzed performance metrics to optimize events, campaigns, and ROI.
- Managed annual marketing plans for industry conventions, ProjectPU Charity events, and Comcast Cares day, boosting brand awareness and visibility.
- Delivered activations and demonstrations that increased engagement and year-over-year growth in the Mid-Atlantic region, attaining and exceeding revenue goals for 8 consecutive months.

October 2016 - March 2018

Zenith Quest International - Marketing Director, Afton, VA

- Directed yearly marketing plans, executing industry events, trade shows, digital campaigns, ad spend, soft-goods, and multimedia activations.
- Grew new customers and corporate partnerships by 130% through strategic campaign planning and product launches.
- Optimized and scaled digital and experiential marketing efforts by reallocating spend to a more demand-gen focused strategy.
- Represented the brand at industry events, leading presentations, breakout sessions, and partner meetings, and interviews.
- Oversaw creation of marketing collateral, including copy, visuals, and video content, ensuring cohesive presence.
- Led a cross-functional team of twelve, providing training, growth opportunities, and performance insights.

SKILLS

• Event Management	• Campaign Coordination & Management
• Sponsorship acquisition	• Project Management
• Relationship Building & Stakeholder Management	• Insights & Optimization
• Sales & Marketing Collaboration	• Revenue Generation
• Contract Negotiations	• Customer engagement

ACTIVITIES

- Surfing
- Snowboarding
- Motorsports
- Outdoor Enthusiast
- Wakeboarding
- eSports
- Volunteer efforts (DoubleD Foundation, SPCA, Ocean Conservation and Beach Clean up.)