



rlantz220@gmail.com



540-849-6355



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**

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## 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.

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## SKILLS

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

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