

# Ryan Ballis

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Tucson, AZ/Eugene, OR | 520-818-4431 | rballis@uoregon.edu | linkedin.com/ryanballis22 | ryanballis.com

## Professional Summary

I am a creative and passionate problem solver with a passion for interacting with people in the focus of sports business, marketing, and advertising. Five-year work history including volunteer work, club involvement, camp counselor, college football bowl game intern, Duck TV Sports reporter, telemarketing, and business founder and CEO.

## Education

Bachelor of Science in Advertising at the University of Oregon Expected graduation June 2022

- Cumulative GPA: 3.4
- Concentration in sports business/experiential marketing/advertising

## Experience

### Allen Hall Advertising

May 2020 - Present

#### *Project Manager & Strategist*

- Oversaw the completion of projects within my accounts as a project manager at Allen Hall Advertising. Managed the New Venture Championship account, which is a business competition through the University of Oregon. Demonstrated a team-first mentality on the belief that collaboration leads to the greatest outcome.

### The Collaborative

April 2020 - Present

#### *Co-Founder & Co-Host*

- Early in quarantine, my friend Sydnee Walker and I started a podcast called, The Collaborative. The goal of the podcast was to bring individuals together for networking opportunities with professionals in the sports and entertainment world. Some of our past guests include Neil Everett, Maria Taylor, Spencer Paysinger, Jonathan Stewart, Lisa Salters, Laura Okmin, and John Smoltz.

### American Campus Communities

September 2019 - Present

#### *Community Assistant*

- Developed engaging resident life events to better the living experience for residents.
- Coordinated guerilla marketing efforts to expand brand identity and secure leases.
- Exceptional customer service skills and public relations abilities
- Clerical skills, “cold calling” to prospective residents and building relationships with clients and vendors

### Sigma Alpha Mu Fraternity

September 2018 - September 2020

#### *Social Chair, Philanthropy Chair, Social Media Chair, Vice President of Recruitment*

- Facilitated events with other Greek life organizations with extensive planning, timelines, and managing large groups of people
- Coordinated with sponsors and participants to create large scale philanthropy events
- Managed Sigma Alpha Mu Sigma Tau chapter’s Instagram (@uosammy)
- Developed recruitment strategies, workshops and guidelines in addition to the coordination of events with various organizations to recruit the highest quality members into our fraternity.