

# Ryan Kopperud

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Check out my website:

kopperud.co



## My work experience:

Jun. 2021 - Present  
Minneapolis, MN  
Kopperud & Co. LLC

Jun. 2021 - Present  
Minneapolis, MN  
DRMG

Jun. 2021 - Oct. 2023  
Duluth, MN  
Wild State Cider

## Hi! It's nice to meet you.

My name's Ryan. I'm a writer by education, a creator by passion, a marketer by profession, and a people-person by nature. I love nothing more than telling product and marketing stories; making ideas come to life. I have 17 years of experience working with 20 brands in the B2B and B2C SaaS, non-profit, and consumer spaces, both in-house and as a consultant, and both as an individual contributor and leading high-performing teams.

### Founder & President

- Spearheaded a self-led marketing consultancy, focusing on providing outside business advisory for B2B and B2C segments.
- Managed a diverse client portfolio, offering tailored advice on marketing strategy, demand generation, and brand awareness.
- Directed branding and rebranding initiatives, aligning client identities with market trends and consumer expectations.
- Collaborated with client-side agencies, contractors, and internal teams to ensure cohesive and effective marketing efforts.
- Achieved targeted go-to-market results, guiding businesses toward their growth objectives through strategic advice and hands-on involvement.

### Vice President of Marketing & Brand Strategy

- Served as a business strategist at Kopperud & Co. LLC, guiding software businesses in crafting strategies to excel in competitive markets.
- Specialized in messaging, positioning, copywriting, and comprehensive business strategy, including marketing team management, hiring strategy, and team composition.
- Delivered hands-on coaching and training to business leaders and teams, identifying growth opportunities and enhancing market positioning.
- Played a pivotal role in advising on go-to-market strategies and the implementation of business strategies, leading to measurable market success.
- Produced and hosted "The SaaS Brand Strategy Show" podcast for DRMG, contributing to thought leadership in the SaaS industry.

### Sr. Director of Marketing

- Held the position of Sr. Director of Marketing at Wild State Cider, acting as a fractional marketing leader through Kopperud & Co. LLC.
- Forged strategic partnerships and guided radio and social media advertising campaigns to expand brand reach and engagement.
- Led a comprehensive rebrand and packaging redesign, refreshing the brand image and appeal in the market.
- Implemented review marketing campaigns, leveraging customer feedback to boost brand credibility and product visibility.
- Provided overarching business strategy advisory, contributing to the company's strategic direction and growth initiatives.

## My work experience:

Jun. 2020 - Apr. 2021

Toronto, MN  
OrderMetrics

### Vice President of Marketing

- Led the comprehensive marketing strategy at OrderMetrics, integrating efforts across product, engineering, and customer success teams to enhance go-to-market initiatives.
- Managed all marketing functions, including demand generation, copywriting, branding, design, web development, and product marketing, focusing on efficiency and impact.
- Oversaw a diverse team of employees, contractors, and agencies, driving cohesive marketing efforts and organizational alignment.
- Played a pivotal role in providing strategic direction and support across the early-stage startup, contributing significantly to its growth and development.
- Transitioned from the role in April 2021 to meet the rising demand in my network for marketing consultancy, leveraging the breadth of experience gained in my previous roles.

Dec. 2019 - Mar. 2020

Minneapolis, MN  
Drip

### Director of Marketing

- Directed a 10-person Marketing team, synergizing with Demand Generation to execute Drip's go-to-market strategy, achieving significant business milestones.
- Oversaw key marketing disciplines including Copywriting, Design, Development, and Product Marketing, fostering an environment of efficiency, collaboration, and high productivity.
- Collaborated with senior leadership to sculpt high-level marketing and content strategies, instrumental in cultivating the Drip brand's market presence and identity.
- Developed comprehensive company content, established buyer personas, and crafted communications and assets, aligning with and surpassing Marketing OKRs and growth objectives.
- Contributed to **Drip's remarkable growth of 1600% during my total time at the company**, reflecting the effective implementation of strategic marketing initiatives and team leadership.

Jan. 2018 - Dec. 2019

Minneapolis, MN  
Drip

### Director of Brand Marketing

- Led a diverse and versatile team of six encompassing writers, designers, videographers, and developers, overseeing all digital and physical brand engagements at Drip.
- Maintained brand consistency across all platforms including corporate, product, partner, and customer communications, ensuring unified brand identity, messaging, and visuals.
- Developed all company content and communications through agile marketing processes, enhancing collaboration and efficiency across departments.
- Successfully orchestrated a one-day live digital event on ecommerce thought leadership, attracting over 20,000 registrants, showcasing high-quality, growth-driven content and thought leadership.

Sep. 2017 - Jan. 2018

Minneapolis, MN  
Drip

### Brand Marketing Manager

- Directed a multidisciplinary team of writers, designers, videographers, and developers to enhance and expand the Drip brand, ensuring a cohesive and engaging brand experience.
- Curated the entire brand and content journey, from website messaging and sales enablement materials to lead-generating downloads, fostering a consistent and compelling brand narrative.
- Orchestrated a comprehensive rebrand through a strategic agency partnership, defining the brand tone, aesthetic, and developing essential content across all company departments.

## My work experience:

Mar. 2017 - Sep. 2017  
Minneapolis, MN  
Leadpages

### Content Marketing Copywriter

Created scripts for marketing videos and paid media, assisting with campaign strategy and messaging. Wrote paid media copy, blog posts, website copy, and long and short form marketing content, reviewing for brand voice and tone. **Leadpages was acquired by Redbrick in March of 2020.**

Mar. 2016 - Mar. 2017  
Minneapolis, MN  
Leadpages

### Educational Content Creator

Developed educational content strategy and created multimedia content on a variety of digital marketing topics. Wrote long and short form course content, as well as blog posts and online multimedia courses. The hub-and-spoke ebook I envisioned and wrote became **the most downloaded content piece Leadpages history.**

Dec. 2015 - Mar. 2016  
Minneapolis, MN  
GovDelivery

### Multimedia Strategist

Wrote, edited, recorded, and narrated video and multimedia marketing content. Created campaign strategy around informational and educational content, training, and branded content pieces. **GovDelivery was acquired by Vista Equity Partners and in September of 2016.**

Aug. 2014 - Dec. 2015  
Minneapolis, MN  
GovDelivery

### Creative Manager

Led an internal and external team of writers, designers, and developers, creating content for all aspects of the business. Implemented process and served as editor and feedback point for all creative content across the company, building team output into a top-notch content and creative engine.

Jun. 2013 - Jul. 2014  
Minneapolis, MN  
GovDelivery

### Content Editor

Wrote and copyedited a variety of marketing content for clear, concise, and consistent brand voice. Posted content to websites and documentation portals, and wrote and narrated training and marketing video content.

Oct. 2012 - Jun. 2013  
Minneapolis, MN  
GovDelivery

### Publications Specialist

Wrote, rewrote, and edited Product Marketing content including documentation, blog posts, video scripts, and more. Developed related content to deliver value and communicate clearly and effectively to a wide range of audiences.

Jan. 2012 - Jun. 2012  
Los Angeles, CA  
eBay Inc.

### Copywriter & Editor

A short term contract project: wrote and edited web content on a variety of subjects, including a sizable catalog of 1,000+ word articles derived from independent research, all requiring proofreading and copyediting of personal and coworker work.

Mar. 2010 - Jan. 2012  
Eagan, MN  
FurnitureDealer.net

### Senior Editor

Wrote, proofread, and edited original copy, distributed daily across a network of over 200 websites, using SEO best practices, consistently assisting client sites in rising to the top of search engine results.

## Where I got my degree:

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University of Minnesota  
Minneapolis, MN  
2009

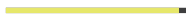

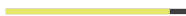

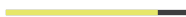

Bachelor of Arts in English  
Creative Writing Emphasis

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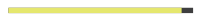

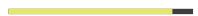

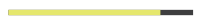

## A few of my top skills:

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### Personal

Leadership   
Communication   
Emotional Quotient   
Strategy & Planning   
Organization   
Listening 

### Professional

Marketing   
Messaging   
Copy & Content   
Branding   
Social Media   
SEO 

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## My interests and hobbies:

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Biking



Travel



Music



Sports



Photography

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## A handful of references:

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Allison Longley | Wild State Cider  
VP of Product  
alli.olivia.longley@gmail.com

Jordan Barker | Clicklease  
Chief Marketing Officer  
jordanpbarker@gmail.com

Bob Sparkins | Leadpages  
Lead Evangelist  
bob.sparkins@leadpages.net

Bob Ainsbury | Granicus  
Chief Product Officer  
bainsbury@gmail.com

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**Thanks for making it this far.**  
**I'm excited to meet you.**