Ryan Boland

Digital Strategist

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Creative, results-driven marketing leader with 15+ years of experience in marketing B2B software, specializing in brand development and digital strategy. Adept in UI/UX, multimedia, web, and print with a proven ability to deliver high-impact campaigns that drive engagement and visibility. Skilled at collaborating with cross-functional teams and optimizing digital experiences through data-informed decisions.

Work Experience

Marketing Manager   Mar 2023 - Apr 2025

Aspire Software (a division of Valsoft Corporation)

As a result of Valsoft Corporation's acquisition of Pimsoft, was promoted and responsible for supporting a portfolio of up to seven software companies through sales enablement and marketing initiatives for Pimsoft, VisiumKMS, S&W Technologies, Fusion Data Hub, JBL Solutions, Alltrust Networks, and Credex Systems. In this multi-brand environment, worked to develop scalable marketing strategies and assets to support sales, elevate brand visibility, and generate leads across diverse industrial software sectors.

- **Brand Management** - Developed branded collateral, digital assets, and pitch materials tailored to each company's voice, industry, and value proposition.

- **Sales Enablement** - Maintained and adapted sales enablement strategies originally built for Pimsoft to serve additional business units with unique products and audiences.

- **Digital Marketing** - Executed targeted email campaigns via Mailchimp and built social media presence through LinkedIn, driving consistent engagement across multiple customer bases.

- **Demand Generation** - Organized and promoted webinars and virtual events, supporting technical content creation and speaker coordination across brands.

- **Marketing Operations** - Managed website traffic analytics and reporting through Leadfeeder, delivering lead intelligence to business development teams.

- **Event Marketing** - Facilitated in-person event planning for user group conferences and supported sales presence for trade shows, customizing strategies for each brand.

- **Web Design** - Designed and managed product-specific landing pages and websites, optimizing user experience and lead capture.

Sales Enablement Specialist   Aug 2018 - Feb 2023

Pimsoft (Acquired by Valsoft Corporation)

Played a key role in aligning marketing strategies with sales goals to drive growth and engagement. Partnered closely with cross-functional teams to create targeted content, streamline lead management, and optimize digital touchpoints. Work focused on equipping the sales team with the tools, insights, and materials they needed to effectively communicate our value proposition and convert opportunities into long-term relationships.

- **Brand Management** - Developed and maintained a suite of compelling sales collateral to promote new and existing products, ensuring consistent branding and messaging across print, digital, and event channels.

- **Marketing Operations** - Designed and implemented a structured lead management process in Microsoft Dynamics CRM, improving lead tracking and sales pipeline visibility.

- **Sales Enablement** - Collaborated closely with sales teams to develop tailored presentations and pitch materials, enhancing their ability to close deals and communicate value to prospects.

- **Email Marketing** - Planned and executed targeted email campaigns via Mailchimp, driving engagement and lead generation for product launches, webinars, and events.

- **Event Marketing** - Supported the execution of in-person events for our customers and partners, as well as trade show attendance by our sales team, assisting with booth design, promotional materials, and onsite logistics.

- **Web Design** - Designed, launched, and maintained product and campaign-specific landing pages, and updated the corporate website to support ongoing marketing efforts.

Senior UX/UI Designer   Aug 2017 - Jun 2018

Gene by Gene, Ltd.

Collaborated with product owners to define requirements, create user flows, and develop new solutions while improving upon existing solutions offered to customers of Family Tree DNA.

- **Design System Development -** Created a cohesive design language and reusable UI elements that could be implemented across multiple applications.

- **User-Centric Design -** Redesigned key applications to address usability issues while implementing a consistent look and feel.

- **Data Visualization -** Developed innovative ways to represent complex genetic data in engaging and understandable formats.

Independent Contractor   Oct 2015 - Jul 2017
Freelance Design

Worked with clients on print projects and web development with a high concentration on WordPress projects. Continual education to keep abreast of the latest frameworks and best-use practices for UI/UX design.

- **Additech** - Front-end WordPress development, expanding their website's product offerings and updating banner sliders for a consistent look and feel across the site.

- **Advanced Fertility Center of Texas** - Web development, building a responsive intranet site based on Bootstrap with heavy reliance on video.

- **Allegro Development** - Long-term contract supporting web and print-based sales and marketing initiatives.

- **Baker Hughes** - Conceptualized and designed an annual report for the Organizational Ombuds Office. Coordinated printing and mailing services and oversaw press checks. Converted report into e-Pub document for online distribution

- **Entouch Controls** - Front-end WordPress development, enhancing and optimizing the site to speed up download times, enhance responsiveness, and bring Call-To-Actions to the forefront. Designed solution briefs with new brand standards.

- **Smart Retail Solutions Group** - UI/UX front-end development for a Responsive Executive Dashboard based on Bootstrap, J Query, and Kendo UI controls.

Creative Director   Oct 2008 - Sep 2015
Allegro Development

Responsible for defining and maintaining brand consistency across all mediums for web, collateral, email, and advertising initiatives, also responsible for day-to-day maintenance and operation of www.allegrodev.com.

- **Brand Identity** - Defined and implemented a cohesive look & feel and layouts for solution briefs, corporate overview documents, market strategy documents, company road-maps, proposals, PPT presentations, email marketing campaigns, landing pages, and white papers. Created custom icon set for products, solutions, and industry process diagrams.

- **Web** - Developed and redesigned website. Reorganized the information architecture of the site and worked with product marketing shareholders to develop new content, expanding products, solutions, and services offerings. Compiled website analytics reports for monthly Board Meetings.

- **SEO/PPC** - Consistently placed Allegro Development in the top organic search results on Google for targeted search terms for the ETRM industry. Maintained $8,000 monthly AdWords budget.

- **Marketing Automation** - Created smart campaigns in Marketo, building out lists, emails, landing pages, and responses, as well as setting up scoring campaigns.

- **Sales Enablement** - Set up a document repository for all collateral with SharePoint. Created template and process for responding to RFPs with supporting collateral.

- **Event Marketing** - Set up corporate event sites using RegOnline and Cvent event platforms. Branded corporate customer event with all signage, promotional materials, collateral, and themed presentation templates. Created animations and graphics for trade show booths and presentations. Worked closely with Marketing to set up surveys and registrations for webinars and special events.

Creative Director   Jul 2003 - Sep 2008

Landwen Design

Started and maintained a marketing and design firm. Worked with small to medium-sized businesses to help with brand identity, websites, marketing, and training collateral.

- **Annovo Integrated Marketing** - Created the brand identity and name of the company for a creative marketing firm. Relied on as the creative liaison in client engagements, and performed outsourcing to meet client demands.

- **Ashton Woods Homes** - Developed flash-based walk-through of model homes.

- **Camden Living** - Provided layout and design for marketing collateral to match brand standards and offered print fulfillment services.

- **Gulf States Toyota** - Developed an interactive flash game to promote a sales event program.

- **Houston Golf Association** - Became agency of record and was responsible for all print collateral, signage, and billboards for the Shell Houston Open.

Associate Creative Director   **Feb 1997 - Jun 2003**

Idea Integration (Formerly T1 Design)

Worked closely with clients in discovery meetings, defining requirements, setting goals, and managing expectations. Managed a creative team of seven; responsible for project estimates, scheduling hours of multiple designers and art directors, and overseeing the progress of assigned projects. Managed off-site creative teams while performing as the sole point of contact for clients.

- **Corsair Communications** - Oversaw the front-end development of WAP WAP-enabled phone application.

- **HP/Compaq** - Web development for both intranet and online sites, and created multi-media presentations for servers and consumer groups.

- **MCI/Worldcom** - Worked with front-end and back-end developers to oversee online support site and maintain the client's brand guidelines.

Skills

- **Marketing Strategy:** Brand Development, Brand Positioning, Sales Enablement, Content Marketing, Digital Marketing

- **Marketing Operations:** Dynamics CRM, Salesforce, Mailchimp, Marketo, Constant Contact, Social Media, Leadfeeder, Streamyard

- **UX / UI Design:** Adobe XD, InVision, Fast Prototyping, Wire Framing, User Flows

- **Graphic Design:** Brand Identity, Data Visualization, Adobe Illustrator, Adobe InDesign, Adobe Photoshop

- **Video / Motion Graphics:** Adobe After Effects, Adobe Premiere

- **Web Development:** HTML5, CSS3, WordPress, Oxygen Builder, Elementor, Beaver Builder, Joomla CMS, Twitter Bootstrap, Material UI, SEO, PPC, AdWords

Education

University of Houston   **Aug 1992 - Dec 1998**

Bachelor of Fine Arts, Studio Arts: Photography
Minor: Graphic Communications Technology