

Patrick Ryan

Principal and Marketing Director

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Patrick is a Principal and the Marketing Director for SVA, A Professional Services Company.

He sets the strategies for marketing and lead generation planning, executes marketing goals and objectives setting, and creates executable action plans with the appropriate budgets to reach them. In addition to that, he is also responsible for setting policies, processes, and high standards for the firm's consistent communications, public relations, advertising, websites, social media, and SEO initiatives to build the SVA brand.

Patrick also participates in the execution of marketing strategies and is responsible for the creation of inbound campaigns, video production and editing as well as the firm's digital advertising campaigns.

Patrick has marketing experience for a variety of industries and is a member of the Association for Accounting Marketing (AAM).

Areas of Expertise

- Marketing Strategy
- Digital Advertising
- Inbound Marketing
- Lead Generation Strategy
- Project Management
- Video Production & Editing
- Web Development & SEO
- Social Media Marketing

Certifications

- How to Influence Without Direct Authority Certificate
- Project Management: Planning, Scheduling, and Control Certificate

Education

Art Institute of California - Los Angeles

- Associate of Science - Digital Filmmaking and Video Production