

Ryan Lothian

multimedia storyteller, science communicator and content manager

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Work Experience

Writer & Designer — Freelance / Apr 2022 – now / Chicago, IL

- Content development and UX design for clients in gardening, environmental and healthcare industries

Web Manager — Forest Preserves of Cook County / Mar 2014 – Apr 2022 / River Forest, IL

- Produced written content, interactive features, photography and video for web pages, blog posts, email newsletters, social media, marketing campaigns, interpretive displays and signs
- Designed, built and managed award-winning website (fpdcc.com) and award-winning web map (map.fpdcc.com), driving an increase in annual visits from 350,000 to 1.7 million
- Collaborated on communications, public relations and social media strategy
- Served as a founding member of the Racial Equity, Diversity & Inclusion (REDI) Committee, focused on improving community engagement and human resources policies and processes
- Collected and analyzed digital project data to improve current and future communications efforts
- Consulted on strategic initiatives—helping to focus, redirect or enhance projects

Director of Marketing — John J. Lothian & Company, Inc. / Jun 2009 – Mar 2014 / Chicago, IL

- Managed digital media projects for a news service and video production studio
- Produced scripts and created illustrations for promotional and educational videos
- Wrote and edited promotional and editorial copy
- Designed and managed websites, email newsletter templates and content management systems
- Trained colleagues on content management systems, HTML and social media

Adjunct Lecturer — DePaul University / Sep 2012 – Dec 2012 / Chicago, IL

- Pitched graduate-level course—Web Content Management Systems: Theory & Practice—to department leadership
- Produced course syllabus, assignments, presentations and weekly lesson plans
- Taught 10-week course on content management theory and use of the WordPress content management system

Marketing Coordinator — Ocean Tomo, LLC / May 2006 – May 2009 / Chicago, IL

- Planned, designed and executed advertising, direct mail and email marketing campaigns
- Wrote and edited copy for press releases, websites and marketing collateral
- Designed and coordinated production for brochures, 200+ page catalogs, event materials and promotional items

Additional Experience & Recognition:

- **Master Naturalist** — University of Illinois Extension – Continuing education / Oct 2015 – present
- **Volunteer** — Forest Preserves of Cook County – Hands-on habitat restoration / Oct 2014 – present
- **Gold Davey Award** for Forest Preserves website — Academy of Interactive and Visual Arts / Nov 2019
- **Technology Innovation Award** for Forest Preserves web map — Government Technology / Oct 2021
- **Marketing Award** for Forest Preserves "Bird the Preserves" initiative — NACPRO / Jun 2017
- **Golden Leaf Award** for outstanding work — Forest Preserves of Cook County / Dec 2014 & Dec 2018
- **Bird Conservation Award** for volunteer service — Chicago Ornithological Society / Jan 2022

Education

- **Master of Arts in New Media Studies** — DePaul University / 2011 / Chicago, IL
- **Bachelor of Science in Media Studies** — University of Illinois, Urbana-Champaign / 2005 / Urbana, IL