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RYAN LANG

BRAND STORYTELLER

A customer experience-centric, energetic team player and leader with extensive experience in marketing, communications and customer engagement. A self-starter and quick learner with proven success in assessing complex needs and returning simple and effective solutions to engage internal and external audiences, bringing additional value to the team, the company and its stakeholders.



EXPERIENCE

Product Marketing Manager, Engagement and Education

Cox Communications 4/2020 - 4/2023

- Owned strategy for internal/external product engagement and education for Cox residential products, developing product positioning and messaging with solutions and value propositions
- Collaborated with cross functional teams to drive awareness of product launches and updates, and to promote visibility of key features, increasing customer satisfaction and reducing churn
- Created and managed the first internal product education blog for Cox employees, achieving an average of 1,400+ unique employee views per post by leveraging proven social media tactics (memes, short form videos, GIFs, etc.) to engage and educate employees
- Produced product education video content for internal and external audiences (example [here](#))
- Managed strategy for customer-facing product education and support videos on cox.com, social media and Contour TV and Contour Stream Player platform

Product Marketing Manager, Video

Cox Communications 8/2017 - 4/2020

- Oversaw 12 channel lineups across CA, AZ and NV and partnered with Engineering teams to launch, drop, rebrand and troubleshoot program content
- Led cross functional team including external programming partners to successfully facilitate free programming previews to drive premium ancillary sell-in
- Spearheaded planning for national retransmission and programming contract expirations; collaborated with boundary partners across departments and systems to ensure timely execution of deliverables in preparation for potential network "go dark" scenarios

Store Manager

Cox Communications 11/2014 - 8/2017

- Developed and supervised a team of 7 Solutions Specialists and 1 Senior Solutions and Operations Specialist (SSOS) who were accountable for signing up customers for services, retaining customer revenue, and up-selling additional products/services while providing a world class customer experience
- Managed Orange County's largest-volume Solutions Store, leading the market in customer experience results (NPS) with a 29% YoY increase (2015-2016)
- Created a culture of enthusiasm by challenging and engaging team via individual goal setting and sales incentives

EXPERIENCE (cont'd)

Product Knowledge Specialist

Cox Communications 2/2013 - 11/2014

- Served as primary subject matter expert for all Cox products, including Product Knowledge, Campaign and Competitive information for California
- Developed mutually beneficial business relationships with key groups - like Product Marketing - in order to initiate and successfully lead cross functional initiatives
- Created the "Product Knowledge Certification Program" in CA Retention, gauging and rewarding Product Knowledge comprehension and identifying areas of opportunity
- Key stakeholder in creation and launch of CA Product Fair, increasing employee engagement and making learning fun
- Created an "Interactive Learning Area" in the CA Retention call center, providing a tangible and engaging way for representatives to learn about Cox and competitors' services

Senior Solution Specialist

Cox Communications 10/2010 - 2/2013

- Encouraged team development by conducting daily huddles focusing on team initiatives, kudos and sales trends
- Initiated weekly one-on-one coaching sessions with representatives to share best practices and encourage constant personal improvement
- Launched and managed sales lead tracking system and the "2-2-2" follow up program, maximizing sales opportunities and close rates

Solutions Specialist

Cox Communications 10/2009 - 10/2010

- Met and consistently exceeded sales quotas and customer service expectations
- Created "Wireless Device Certification Program" during Cox Wireless pilot, improving employee confidence in selling Cox Wireless services
- Maintained and contributed to a team oriented environment

CORE COMPETENCIES

PRODUCT KNOWLEDGE

PROJECT MANAGEMENT

RELATIONSHIP BUILDER

ENGAGING PRESENTER

INNOVATIVE SOLUTIONIST

COLLABORATIVE IDEATION