

Ryan K. ZumMallen

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SKILLS AND ABILITIES

Experienced journalist and communications specialist

Skilled in social media, print and online news reporting, public relations, photography and design

EMPLOYMENT

City of Long Beach, City Manager's Office, assigned to Long Beach Airport Public Affairs, Long Beach, CA
Program Specialist, December 2014 – Present

- Crafted press releases and talking points, facilitated media requests and organized emergency protocols
- Managed all Long Beach Airport social media accounts, the quarterly newsletter and the official blog

autoMedia Solutions, Inc. (autoMedia.com), Torrance, CA

Associate Editor, April 2012 – October 2014

- Wrote, assigned and edited daily automotive news and managed all social media platforms
- Developed and executed plan to triple content output while leading team of freelancers and interns

The Armory Marketing, Dana Point, CA

Social Media Community Manager, March 2011 – April 2012

- Developed advertising and marketing strategies for assigned accounts, including Wilson Baseball/Softball
- Exceeded client's goals by expanding Facebook following from 100 fans to over 80,000 fans in less than one year

Long Beach Gazettes (GazettesSports.com), Long Beach, CA

Sportswriter, September 2011 – November 2014

- Reported weekly features about high school, college, professional and Olympic sports

Long Beach Post (LBPost.com), Long Beach, CA

Executive Editor, September 2007 – August 2011

- Led growth of a new daily website to a reputable local news source
- Wrote, assigned and edited articles about breaking news, politics, education, environment, sports, etc.

Additional Writing Experience

- Freelance work has also appeared in the *Long Beach Press Telegram*, *RoadAndTrack.com*, *High Gear Media*, *SLAM Magazine* and other publications

LEADERSHIP AND PUBLIC SERVICE

Leadership Long Beach

- Board Member and Chair of Public Relations & Marketing Committee, 2015 – Present
- Hosted classes of 20-30 people during sessions on local media, 2010 – 2011 and 2013 – 2015

We Love Long Beach

- Board Member and Communications Director, 2012 – Present

California Health Journalism Fellowship

- 2010 Fellow, University of Southern California, Annenberg School for Communication and Journalism

Federal Emergency Management Agency (FEMA) Certifications

- ICS-100, IS-00029 Public Information Officer Awareness, IS-00700.a National Incident Management System (NIMS) and IS-00702.a NIMS Public Information Systems

EDUCATION

California State University, Long Beach

Bachelor of Arts in Print Journalism, Minor in Sociology, Spring 2008