

RYAN MORRISON

SOCIAL MEDIA + CREATIVE PRODUCTION

Boise, Idaho | magnus@builtbymagnus.com | builtbymagnus.com/work-with-ryan/

Social media specialist and creative producer who turns the lived culture of a brand into content, campaigns, and public experiences people recognize.

EXPERIENCE

THE BEARDSMITH | Social Media, Brand & Creative Production

Boise, ID

- Lead social strategy, brand voice, content calendars, campaign concepts, captions, graphics, photography, short-form video, product stories, recruiting, booking pushes, and website production for a living Boise brand.
- Manage approximately 30-60 short-form pieces monthly while coordinating owners, barbers, vendors, candidates, and local partners.
- Managed Google Ads campaigns generating 251K impressions, 7.47K clicks, and 1,294 reported calls on \$5,023.87 in spend, averaging \$3.88 per call.

TOPPS | Licensed Sketch Artist

2019-present

- Created hundreds of commissioned illustrations across licensed entertainment properties including Garbage Pail Kids, Rick and Morty, Mars Attacks, and Lucasfilm projects.
- Interpret brand briefs, shift visual language, meet overlapping deadlines, and protect licensing and unreleased-material boundaries.

FLYING M COFFEEHOUSE | Creative Programming & Art Wall Curation

2013-2024

- Eight years curating the Flying M art wall: artist discovery, coordination, exhibition programming, visual presentation, and stewardship of a recognizable Boise creative environment.
- Coordinated Valentine for AIDS for five years, from 2015 through 2020, across artists, audiences, promotion, physical presentation, and a community cause.

BUILT BY MAGNUS | Founder & Creative Technologist

Create brand worlds, websites, interactive art, native apps, browser games, campaign systems, and AI-assisted production workflows from concept through launch.

CAPABILITIES

STRATEGY

Social strategy, content calendars, campaign concepts, brand voice, creative direction

MAKING

Copywriting, graphics, photography, short-form video, web production, AI-assisted workflows

STEWARDSHIP

Creative coordination, community programming, performance analysis, brand-system care

EDUCATION + CREDENTIAL

Associate of Arts in Communications

FAA Part 107 Remote Pilot Credential

Portfolio: builtbymagnus.com/work-with-ryan/

Available for Boise, hybrid, or remote roles