

# Ryan Jones

## About me

I'm a New York-based public relations professional with global experience across London, Chicago, and Alabama. Passionate about influencer marketing, fashion, and luxury retail, I specialize in building authentic connections, amplifying brand stories, and driving meaningful engagement. With a background in influencer relations, I thrive in dynamic, creative environments and am excited to join innovative teams, cultivate meaningful relationships, and champion compelling brand stories.

## Contact



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[www.readaboutryan.com](http://www.readaboutryan.com)

## Education

### **Auburn University**

BACHELOR'S DEGREE IN PUBLIC RELATIONS  
MINOR IN HUMAN DEVELOPMENT

Aug. 2019 - May 2023

Magna Cum Laude

GPA of 3.7 | Major GPA of 3.93

### **Moët Hennessy Louis Vuitton**

INSIDE LVMH CERTIFICATE

Creation & Branding, Retail & Customer Experience

## Professional Experience

**Ketchum PR** - an international public relations firm.

*Account Executive, Influence & Branded Entertainment*

May 2025 - Present | New York City, NY

- Point of contact for clients, partners, influencers, and media.
- Developing strategies, drafting creative briefs, reviewing content, tracking performance, and creating wrap-up reports for influencer programs for some of the world's leading brands.
- Overseeing fee and out-of-pocket budgets.
- Managing project timelines and deadlines.

*Assistant Account Executive, Influence & Branded Entertainment*

March 2024 - May 2025 | Chicago, IL + New York City, NY

- Blended storytelling with brand messaging for branded entertainment segments and events, such as daytime talk shows, TV placements, and movie premieres.
- Drafted and negotiated contracts.
- Created POs and oversaw payments.

**CLD PR** - a fashion, celebrity, and branding agency.

*Fashion PR Intern*

October 2023 - March 2024 | Los Angeles, CA

- Curated, negotiated, and gifted influencers.
- Secured features in print and digital fashion publications.
- Media monitored.
- Created copy and pitches for outreach to influencers and editors using Cision and LaunchMetrics.

**Power Move Marketing** - a remote, woman-owned marketing agency.

*Account Assistant*

September 2022 - March 2023 | Remote

- Curated and secured over 1,500 influencers for client campaigns.
- Developed digital content to grow four disparate clients' online presence.
- Strategized and conducted target audience research for each client.
- Created blog posts, graphics, and TikToks for clients' social media.

**Grove Communication** - a boutique PR agency.

*Luxury Fashion Press Assistant*

May 2022 - July 2022 | London, England

- Monitored emerging social media, culture, and fashion trends.
- Managed press reports and contacted/followed up with journalists on press requests.
- Called press desks for information on upcoming shoots and news features.