

RYAN COLE

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**Marketing • Editorial • Ghost Writing • PR and IR
Finance • Creative • Health • Travel**

Writer and Editor

Flexible, professional writer and manager with exceptional research skills and excellent deadline performance. Demonstrable mastery of Chicago, MLA, and APA Style Guides. Proven aptitude writing in many different voices, from colloquial to formal. An extensive history of traveling and living abroad, with a verifiable ability to work well off-site as an independent contractor, and in a supervisory role.

An expert-level financial writer and speaker. Skilled in the entire life cycle of direct marketing campaigns, including SEO, PPC, front-end, and back-end direct response packages. In team settings, recognized as an overwhelmingly positive influence on the attitude and abilities of groups. Excel in leadership positions – specializes in the near-hidden guidance that best brings forth the voice and talent of others, though capable of firm instruction when necessary.

Professional Experience

Walden Publishing

Off-site

Contract

Walden Publishing was the lifestyle division of International Living, itself a division of Agora Publishing. Walden helped its reader to cut ties with the worst aspects of modern life, while taking full advantage of the best. Whether helping readers earn money outside an office, set up their own homestead, brew their own beer, or simply unplug from internet addictions and revel in natural and simple pleasures, Walden aimed at holistic life improvement. While the subscriber list was growing under my leadership, unfortunately the division ran out of runway before turning a profit.

Publisher

June 2017-March 2018

Oversaw and directed every aspect of Walden Publishing. That primarily involved editorial and marketing departments, operations, fulfillment, and customer experiences. Walden consisted of three full-time employees not including myself, and scores of freelance and contract workers. I coordinated communication between them, recruited new talent as writers and marketers, created the majority of the marketing material, and acted as quality control for everything that went out. I was brought on to Walden to grow this young, and small, division into one of Agora's top performers. In the first four months I increased the paid list size approximately 25%, saw the free list size increase slowly but steadily, started the development process for numerous backends, and instilled a sense of responsibility in the team through judicious delegation of duties (along with shifting duties to better match talents). We put out multiple promotions I personally wrote, and those packages helped our list size grow at a rapid clip. Unfortunately, we ran out of funding before we could turn a profit.

Professional Experience (Continued)

Laissez Faire Books

Off-site

Contract

Laissez Faire Books - or the Laissez Faire Club - is a collection of free and paid newsletters that covered the financial and investing industry from outside the world of Wall Street. Using original and independent thinking, editors give their readers different ways to make and protect their money. Much of it is away from traditional market investing, although editors use the markets when warranted.

Senior Editor, Unconventional Wealth

December 2014-September 2017

Wrote a full investment newsletter every month to just over 20,000 subscribers. Made investment recommendations, including specific picks of companies expected to outperform the market. However, off-market opportunities were often highlighted, from alternative investments like stamps, to biz-opp opportunities, like franchising. Provided weekly commentary on the markets and followed companies, provided alerts if a company should be bought or sold immediately, and curated the portfolio. Helped in the development of promotional packages for this newsletter, created full promotional packages myself, and developed new products for the company. Wrote lifts, introductions, and other associated content for editorial.

Newport Natural Health

Off-site

Contract

Newport Natural Health is a health publishing and supplements company. Spearheaded by Dr. Leigh Erin Connealy, Newport's newsletters are free, designed to drive customers to the supplements page. Newport is a subsidiary of Eagle Publishing.

Freelance Ghostwriter

March 2015-June 2017

Ghostwrote one or two articles a week, appearing under Dr. Leigh Erin Connealy's byline. Subjects covered a wide range of health topics, from new studies and drugs, to the best habits to ensure a healthy life. Dr. Connealy's philosophy is very holistic and based upon nutrition and balance. Every article I produced had to adhere to this philosophy, and to Dr. Connealy's voice. Once a week, joined in phone conferences to discuss topics.

Contrarian Profits

Off-site

Contract

Contrarian Profits was a collection of free and paid newsletters that covered the financial and investing industry from unexpected, unusual, and highly profitable angles. Using original and independent thinking, editors gave their readers investment advice, including specific picks. Designed to give a perspective not found in the mainstream media.

Senior Editor, Unconventional Wealth

July 2013-December 2014

This was the original home of Unconventional Wealth, before Contrarian Profits folded and Unconventional Wealth was acquired by Laissez Faire Books.

Wrote a full investment newsletter every month (to just under 15,000 subscribers). Spoke at investment conferences and conventions as an expert on unconventional wealth building

Professional Experience (Continued)

strategies – both investments and biz-opp. Made investment recommendations, including specific picks of companies expected to outperform the market. Provided weekly commentary on the markets and followed companies, provided alerts if a company should be bought or sold immediately, and curated the portfolio. Helped in the development of promotional packages for the newsletter, and developed new products for the company. Created editorial for other, related newsletters and free feeder publications. Wrote lifts, introductions, and other associated content for editorial.

The Motley Fool

Off-site

Contract

The Motley Fool is a multimedia financial publishing company dedicated to providing sound advice to the individual investor. Founded in 1993, The Motley Fool reaches millions of people through its website, books, newsletters, newspaper columns and television appearances.

Contributing Writer

2012-2014

Wrote numerous articles for The Motley Fool website, on a non-scheduled but regular basis. Received first Editor's Choice with my second article, a rare and honored distinction. More Editor's Choice articles than not.

Insiders Strategy Group

Off-site

Contract

The Insiders Strategy Group was a collection of free and paid newsletters that covered the financial and investment industry from the inside. Using skills and connections made working inside the financial industry or from covering the financial industry, editors gave their readers investment advice, including specific picks. Designed to give a perspective not found in the mainstream media.

Senior Editor, Small Cap Insider

Jan 2012-Aug 2012

Wrote a full investment newsletter every month. Spoke at investment conferences. Made investment recommendations, including specific picks of companies expected to outperform the market. Provided weekly commentary on the markets and followed companies, provided alerts if a company should be bought or sold immediately, curated the portfolio, and edited all material from outside writers.

The Oxford Club

Baltimore, MD

The Oxford Club is a publishing firm that focuses on financial matters and investment, with 600,000+ subscribers to its various newsletters. The Oxford Club's marketing model is entirely direct-response driven.

Freelance Writer

2009-2012

In-House Copywriter

2007-2009

Studied direct-response copywriting directly under Paul Hollingshead, one of the most respected direct-response copywriters in the country. Attended copywriting conferences, and studied a full

Professional Experience (Continued)

year in a copywriter training course. Wrote marketing packages for front-end newsletter sales, back-end premium service sales, conferences, and investment books. Contributed copy to online marketing, including SEO, PPC, banners, emails and subject lines. Wrote investor reports and white papers.

Trippon Financial Research

Off-site

Contract

Trippon Financial Research is an investment newsletter publishing service. Publications include Global Profits Alert, Dividend Genius, China Stock Digest, ETF Profit Report, and others.

Freelance Writer

2011

Acted as the spearhead copywriter for all marketing efforts. Contributed to the overall marketing strategy for Trippon Products. Responsible for email campaigns, SEO, PPC, long-form sales letters and video sales presentations, email inserts, space ads, banner ads, conference promotions and blurbs, and any other writing needs that arose.

Angel Publishing

Off-site

Contract

Angel Publishing is a young firm that produces numerous financial newsletters, reaching tens of thousands of readers. Specialties include Green Investing and Small Caps.

Freelance Writer

2009-2010

Wrote special reports. Wrote promotions. Last promotion with Angel was so successful, the underlying teased stock jumped 137% as new subscribers piled in.

Vcarious.com

Off-site

Contract

Vcarious was an online travel community, with a mix of professional travel guides and reviews, alongside user-generated content.

Freelance Travel Writer

2005-2007

Produced numerous travel guides covering a variety of countries and cities throughout Asia. Wrote restaurant, hotel, and attraction reviews. Created travel journals, detailing specific trips and immersive experiences.

Miscellaneous

Articles have appeared on GoNomad, International Living, soyouwanna.com, and others. Copywrote for Chargeback Experts. Created the website for Maryland Delegate Dan Morhaim.

Education

The University of Pennsylvania

GPA 3.34

1996-2000

Co-wrote and directed two plays. Acted in five plays. Wrote a 108-page fiction project in a year-long independent study. Began freelance writing career before graduation. Graduated with a Bachelor of Arts in English, with a creative writing concentration.

King's College, London

GPA 3.32

1998-1999

Junior year abroad. Acted in off-off West End play. Studied critical writing under Michael Billington, theater critic for *The Guardian*. Spent summer traveling around western and central Europe.

The Park School

GPA N/A

1989-1996

Editor of school newspaper. Varsity baseball player. Acted in nine plays. AP History, English, and Calculus.