

RYAN COLE

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

Writer and Editor

I've been a writer for over 20 years - beginning my professional paid career before graduating college. I started with traditional forms of journalism, and while I am still quite comfortable in that milieu, I have spent the past decade-plus focused in the direct marketing and newsletter world.

Professional Experience

Walden Publishing

Off-site

Contract

Walden Publishing was a division of Agora Publishing. It produced a monthly newsletter and daily eletter focused on an independent lifestyle. It had 5,000+ paid subscribers, but was discontinued to focus on more profitable financial and health divisions.

Publisher

2017-2018

- Responsible for coordinating, producing, and overseeing every aspect of the division.
- Created original marketing promos - including [The Secret Book of Free Life Hacks](#) - a control.
- Hired and trained writers, editors, marketers, and support staff.
- Increased the list size approximately 25% in ~six months.

Laissez Faire Books

Off-site

Contract

Laissez Faire Books is a division of Agora Financial. Unconventional Wealth - the newsletter I ran for Laissez Faire - focused on investments outside the traditional markets. Under my leadership, the paid list broke 20,000 subscribers.

Senior Editor, Unconventional Wealth

2014-2017

- Created a completely original, 5,000 word newsletter every month - [this is an example](#).
- Produced weekly update emails, and special alerts whenever investment conditions warranted.
- Found and interviewed specialists and experts in various off-Wall Street investment vehicles.
- Curated a small portfolio of on-Wall Street investments and recommendations.

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

2015-2017

- Ghostwrote one to three health articles a week, consisting of 500-1,200 words. [Here's an example](#).
- Joined weekly brainstorming conference calls creating article topics.

Insiders Strategy Group

Off-site

Contract

The Insiders Strategy Group (later renamed Contrarian Profits) was a collection of free and paid newsletters that covered the financial and investment industry from the inside.

Senior Editor, Small Cap Insider

2012

- Created a 5,000 word monthly newsletter. [This is a good example.](#)
- Wrote weekly updates, and special alerts when market news warranted.
- Curated a portfolio of market investments.

Trippon Financial Research

Off-site

Contract

Trippon Financial Research is an investment newsletter publishing service.

Freelance Writer

2011

- Acted as the lead copywriter for all Trippon marketing efforts.
- Crafted and contributed to the marketing strategy for all Trippon products.
- Created long-form sales letters, email campaigns, video sales presentations, inserts, space ads, banner ads, conference promotions, and organized SEO and PPC efforts.

The Oxford Club

Baltimore, MD

The Oxford Club is a division of Agora Publishing. Oxford focuses on financial matters and investment, with 600,000+ subscribers to its various newsletters.

Freelance Writer

2009-2012

In-House Copywriter

2007-2009

- Created frontend, backend, and conference sales promotions.
- Created copy for online marketing efforts, banner ads, emails, SEO and PPC.
- Moved to Vermont for six months to study direct-response copywriting one-on-one with Paul Hollingshead, one of the most respected living direct-response copywriters.
- Wrote investment reports and white papers.

Miscellaneous

Off-site

Contract

Freelance Writer

1999-Present

- Created marketing promotions and materials for numerous organizations, including but not limited to *Angel Publishing*, *Oil & Gas Investment Bulletin*, *The Barefoot Investor*, *Optimal Health Bridge*, and *Chargeback Experts*.
- Wrote editorial content for numerous financial publications, including but not limited to *The Motley Fool*, *Seeking Alpha*, *Oil & Gas Investment Bulletin*, and *The Barefoot Investor*.
- Wrote travel articles for numerous publications, including but not limited to *vcarious.com*, *Go Nomad*, *International Living*, and *soyouwanna.com*.
- Wrote political articles for *evote.com*

Samples of writing are available at thehungrywriter.com

Education

The University of Pennsylvania GPA 3.34 1996-2000

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

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*.

The Park School GPA N/A 1989-1996

- Editor of school newspaper.
- Acted in nine plays.
- Varsity baseball player.