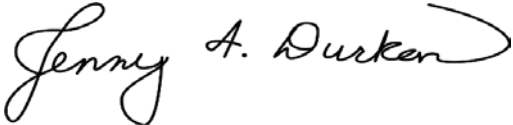




# City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> <i>Ryan Bush</i>		
<b>Board/Commission Name:</b> <i>Seattle LGBTQ Commission</i>		<b>Position Title:</b> <i>Commission Member</i>
<input checked="" type="checkbox"/> <b>Appointment</b> OR <input type="checkbox"/> <b>Reappointment</b>		<b>Council Confirmation required?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Appointing Authority:</b> <input type="checkbox"/> Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	<b>Date Appointed:</b>	<b>Term of Position: *</b> <i>11/1/2020</i> <b>to</b> <i>10/31/2022</i>  <input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i>
<b>Residential Neighborhood:</b> <i>Maple Leaf</i>	<b>Zip Code:</b> <i>98115</i>	<b>Contact Phone No.:</b>
<b>Background:</b> <i>Ryan Bush is a recent transplant to Seattle by the way of Tennessee. Ryan currently serves as the Senior Manager of Marketing and Communications for the nonprofit organization, Commute Seattle. He has over nine years of experience developing digital and traditional B2B and B2C marketing campaigns. He oversees the organization's brand and manages marketing and communication efforts. Additionally, he is responsible for ongoing initiatives including branding, campaign management, press, and the free waterfront shuttle. He is passionate about creating campaigns that connect people to their community and has seen, first-hand, the difference mission-driven marketing campaigns can make. He has spent most of his career strategically planning and placing award winning advertising campaigns within the public sector. He is passionate about promoting sustainable transportation choices for all people of greater Seattle. Ryan is an active member of Seattle Neighborhood Greenways Northeast and can be found on his bike, hiking with his dogs, or enjoying local coffee and beers with his fiancé, Chad.</i>		
<b>Authorizing Signature (original signature):</b> 		<b>Appointing Signatory:</b> <i>Jenny A. Durkan</i> <i>Mayor of Seattle</i>

*\*Term begin and end date is fixed and tied to the position and not the appointment date.*

## ABOUT ME

Strategic marketing and communications manager with over 9 years of experience in digital and traditional advertising, events, branding and project management. Savvy digital marketer with a consistent track record of generating B2B leads.

Seattle, WA



## EDUCATION

### BBA IN MARKETING MANAGEMENT

University of Memphis 2010  
GPA 3.5  
Major GPA 3.8

# RYAN BUSH

## STRATEGIC MARKETING MANAGER

### EXPERIENCE

#### SENIOR MANAGER MARKETING & COMMUNICATIONS

*Commute Seattle | Nov 2018- Present*

- Leads a rebrand and website development project for the organization and accurately track budget and ensure on-time delivery
- Support all programs and developed the first organizational marketing process to use the brand voice and elements I strategically developed
- Manage and train a marketing specialist that exceeded lead generation goals by 15% by creating and launching the ORCA for Business paid advertising and content marketing campaigns.
- Produce all content including social media, website, newsletter and press resulting in an increase of social impressions by 7%
- Oversee the Free Waterfront Shuttle and manage a \$400K advertising campaign resulting in over 320K shuttle riders

#### MARKETING MANAGER

*TN Dept. of Economic & Community Development | May 2014- Aug 2018*

- Planned and purchased all media for a \$1.3 million multi-channel marketing budget by developing strategies to generate qualified business leads and website traffic
- Oversaw the development of all B2B marketing campaigns, such as "Mastered in Tennessee", including concepting, copywriting and managing creative and production deliverable deadlines
- Generated over 40 million impressions and qualified online conversions by transitioning advertising to a 90% behavior targeted digital strategy
- Dramatically increased web sessions by 900% by leading a full website UX redesign of TNECD.com
- Analyzed monthly advertising and web properties and developed reporting materials, metrics and recommendations to the Governor
- Accelerated Facebook content and advertising strategy to increase page likes by 930% and became the most liked EDO page on Facebook
- Organized annual Governor's Conference with 800+ attendees with a budget of \$300K and led two marketing education seminars

#### DIGITAL ACCOUNT MANAGER

*G/O Digital | Jan 2012- May 2014*

- Provided strategic analysis and insight into the performance of client's marketing campaigns and made recommendations in order to improve results
- Maintained a book of business valued at over \$600K, including approximately 250 projects
- Worked directly with design and web development teams on project plans including UX, design, campaign and messaging strategy
- Increased orders to an e-commerce website by 40% from a digital campaign

#### ACCOUNT COORDINATOR

*Sullivan Branding | Jan 2011- Jan 2012*

- Increased brand awareness and ticket sales for University of Memphis athletics by developing creative and messaging strategies
- Managed the creative process for digital, print, traditional, collateral, broadcast and radio for 12 client accounts

# Seattle Lesbian, Gay, Bisexual, Transgender and Queer Commission

## September 2020

Members: Pursuant to SMC 3.14.920, all members subject to City Council confirmation,  
2-year terms:

- 8 City Council-appointed
- 9 Mayor-appointed
- 4 Other Appointing Authority-appointed: Commission-appointed

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
			1.	Member	Juan C. Rodriguez	5/1/19	4/30/21	1	City Council
			2.	Member	VACANT	5/1/19	4/30/21	1	Mayor
			3.	Member	Byram Simpson	5/1/19	4/30/21	2	City Council
			4.	Member	Latosha Correll	5/1/19	4/30/21	2	Mayor
			5.	Member	DeAunte Damper	5/1/19	4/30/21	1	City Council
			6.	Member	Manuel Venegas	11/1/19	10/31/21	3	Mayor
			7.	Member	Kari Lerum	11/1/19	10/31/21	2	Commission
			8.	Member	Steven Pray	11/1/19	10/31/21	1	Mayor
			9.	Member	VACANT	5/1/20	4/30/22	1	City Council
			10.	Member	Nathaniel Higby	5/1/20	4/30/22	1	Mayor
			11.	Member	Joseph Suttner	5/1/20	4/30/22	1	City Council
			12.	Member	Brett Pepowski	5/1/20	4/30/22	1	Mayor
			13.	Member	Michael B. Garrett	11/1/18	10/31/20	1	City Council
			14.	Member	Ryan Bush	11/1/20	10/31/22	1	Mayor
			15.	Member	Deepa Sivarajan	11/1/19	10/31/21	2	City Council
			16.	Get Engaged	Yasmine Aceves	9/1/20	8/31/21	1	Mayor
			17.	Member	Annabelle Backman	5/1/20	4/30/22	1	City Council
			18.	Member	Christopher M. Brown	11/1/19	10/31/21	2	Mayor
			19.	Member	Victor Loo	11/1/19	10/31/21	1	Commission
			20.	Member	VACANT	5/1/20	4/30/22	1	Commission
			21.	Member	Jessi Murray	5/1/20	4/30/22	1	Commission

### SELF-IDENTIFIED DIVERSITY CHART

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)				
	Men	Women	Transgender	Unknown	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non- Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	4	5				2	2		1	5			2
Council	3	1	1		2		1	1	1	1			1
Comm	1	2			1					3			
Total	8	8	1		3	2	3	1	2	9			3

Key:

- \*D List the corresponding *Diversity Chart* number (1 through 9)
- \*\*G List *gender*, M = Male, F= Female, T= Transgender, U= Unknown
- RD Residential Council District number 1 through 7 or N/A

*Diversity information is self-identified and is voluntary.*