

RYAN J KREBS

ART DIRECTION / BRAND / PHOTOGRAPHY

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SELECTED EXPERIENCE

CARINE / Scottsdale, AZ

2026-PRESENT

CREATIVE & MARKETING MANAGER

- Shaped digital brand presentation across Shopify, email, social and paid, including seasonal launches, homepage and collection updates, product storytelling and campaign imagery.
- Managed shoot pre-production and led on-set creative direction: built moodboards and shot lists, booked models and locations, created call sheets and schedules, and worked with photographers and set assistants to capture required deliverables on deadline.
- Selected and sequenced final imagery across e-commerce, email, social and paid; carried assets from shoot through post-production and launch while maintaining a structured, consistently labeled image library.
- Designed and launched the highest-grossing single email campaign in company history, generating \$22K in organic revenue through Klaviyo.

PICKLEBALL SPORTS PERFORMANCE / Phoenix, AZ

2024-2025

BRAND CONSULTANT & MARKETING MANAGER

- Developed a new brand identity and visual direction, then applied it across photography, video, social, web and email.
- Planned and produced original campaign imagery, rebuilt the WordPress site and created a more cohesive social presence.
- Built Klaviyo automations and marketing systems supporting lead generation and ongoing client communication.

SITIO / Independent

2019-PRESENT

CREATOR & CURATOR

- Founded an interiors and architecture platform and grew an organic audience to more than 39,000 followers.
- Researched, wrote and edited design features; curated and sequenced imagery from global studios; photographed select interiors.
- Set the visual language, editorial standards and publishing rhythm across the feed and short-form content.

ADDITIONAL EXPERIENCE

Marketing Manager, Mural Mates / Content Writer, BASIS Texas Charter Schools / Content Manager, Need To Know Design / Editorial Reviewer, Cognizant Technology Solutions

CAPABILITIES

ART DIRECTION / CREATIVE PRODUCTION / PHOTOGRAPHY / VIDEO / MOODBOARDS / SHOT LISTS / ON-SET DIRECTION / IMAGE SELECTS & SEQUENCING / RETOUCHING / ASSET MANAGEMENT / E-COMMERCE / EMAIL / SOCIAL / PAID
TOOLS Adobe Creative Suite / Capture One / Shopify / WordPress / Klaviyo / Mailchimp / Meta Ads Manager / Google Ads / Canva / Asana

EDUCATION

M.A. COMPARATIVE LITERATURE / Arizona State University / GPA 4.0

B.A. ENGLISH LITERATURE / Arizona State University / Minor in Philosophy / GPA 3.8