RYAN USHER

Digital Marketing | SEO & Web Design | Social Media & Content
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Available for a 4- or 8-month co-op: January – August 2027

PROFILE

Honours Bachelor of Commerce (Digital Marketing) student with a **4.16/4.20 GPA** and Dean's Honour Roll standing in every term. Builds WordPress websites for real clients, handles SEO and YouTube optimization, and runs social media for a junior hockey club, where Instagram impressions rose **105%** in one month. Two-time marketing competition champion.

EXPERIENCE

Social Media Coordinator | Dorchester Dolphins Jr. Hockey Club **May 2026 – Present**
Dorchester, ON

- Run the club's Instagram and Facebook from start to finish: game-day graphics, live score updates, final scores, player features, weekly reminders and Story video at every home game.
- Grew Instagram impressions **105%** and reach **34%** in the season's first month, and added **200+ Instagram** and **150+ Facebook** followers in two months.
- Design all posts in Canva and Photoshop, then plan and schedule content in Meta Business Suite.

Freelance Web Developer & Digital Marketer | Self-Employed **May 2026 – Present**
London, ON

- **SomaticGym** (somaticgym.com): Handled SEO and web development for a subscription movement-streaming platform (on-page content, metadata, site structure); edited YouTube videos and optimized titles, descriptions and tags for discoverability.
- **House Whisperer Home Inspection** (hwhi.ca): Redesigned and rebuilt an outdated small-business site in WordPress using AI-assisted development (Claude Code), with clear service and pricing pages.
- **The Poppy Project** (poppyproject.ca): Co-built a standalone WordPress site to replace a single Fanshawe College web page, using Elementor so future students can update it without code.

Marketing Specialist | Village Creative (Fanshawe College student agency) **Jan 2026 – Apr 2026**
London, ON

- Planned full-funnel paid campaigns across Google, Meta, TikTok, Reddit and Spotify for a photography studio as part of a four-person agency team (4Front Marketing).
- Led a brand refresh and SEO-focused website overhaul for a creative production company.
- Designed a custom CRM and automated lead-generation workflow for an AI software startup; produced UGC-style video and monthly content calendars for clients.

Sales Associate | The Home Depot Canada **Feb 2023 – May 2026**
London, ON

- Used consultative selling to match customers with solutions; built promotional displays and signage.

EDUCATION

Honours Bachelor of Commerce – Digital Marketing **May 2026 – Dec 2027**
Fanshawe College, Lawrence Kinlin School of Business, London, ON | Co-op terms: Jan – Aug 2027

Advanced Diploma – Business Administration Marketing **Sep 2025 – Apr 2026**
Fanshawe College | GPA 4.16/4.20 | Graduated with President's Honour Roll

Ontario College Diploma – Business Marketing **Sep 2023 – Apr 2025**
Fanshawe College | GPA 4.10/4.20 | Graduated with President's Honour Roll

SKILLS & CERTIFICATIONS

Marketing: SEO, Content Strategy, Social Media, Paid Search & Social, YouTube Optimization, Email, Market Research
Web & Analytics: WordPress, Elementor, Wix, Shopify, Google Analytics 4, Yoast, Moz, Screaming Frog, HubSpot CRM, Mailchimp
Creative & AI: Photoshop, Illustrator, InDesign, Premiere Pro, Canva, CapCut, Meta Business Suite, Claude Code
Certifications: Google Analytics, Google Ads Search, Google Ads Measurement, HubSpot Inbound, HubSpot Content Marketing

AWARDS & HONOURS

- **Dean's Honour Roll**, every term at Fanshawe (7 of 7) • **President's Honour Roll**, both completed programs (2025, 2026)
- **1st Place Overall**, Niagara College Marketing Competition (2025): also 2nd Entrepreneurship, 3rd Retail
- **1st Place Overall**, Ontario Colleges' Marketing Competition (2024): Fanshawe's first provincial win
- **1st Place**, Woodstock Fire Department Advertising Challenge (2024)