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Self-employed
<https://www.ryancraggs.com>

Content marketing and SEO strategist

Provide a full range of audience development and strategic marketing services, including content development, SEO audits and copywriting.



Hearst Newspapers
<https://www.hearst.com/newspapers>

Director of Content Marketing

Built an affiliate marketing team from scratch and did more than \$7 million in sales in 2022, with year-over-year growth every year from 2019 through 2022.



CardCruncher
<https://www.cardcruncher.com>

Editor In Chief

Developed organic strategy to funnel users into "Crunching" spending history in proprietary app that offers customized credit card recommendations and lead generation.



Google
<https://www.google.com>

Content Supervisor

Oversaw daily operations on Google News and Assistant product that generated voice summaries on current events through machine learning and algorithmic inputs.



Condé Nast Traveler
<https://www.cntraveler.com/contributor/ryan-craggs>

Contributing Editor

Ran online coverage of cruise, hotel and airline industries while assigning articles to freelance writers and top-editing junior-level staff.



Ryan Craggs

Content marketing strategist

Ryan Craggs is a **Content marketing and SEO strategist** based in New York City. He helps clients build brand awareness, generate leads and retain audiences by using data to inform publishing and promotional decisions.

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