

RYAN GOMBOCZ

Cambridge, ON | P: +1 2894420002 | ryangombocz@icloud.com

EDUCATION

CONESTOGA COLLEGE SCHOOL OF BUSINESS

Ontario College Advanced Diploma Business Administration - Marketing (Co-op)

Cumulative GPA: 3.54/4.0; Honor List 2025

Relevant Coursework: Data Analysis, Sales, Advertising, Digital Marketing; Branding & Logo Design; Strategy; AI

Cambridge, ON

Expected April 2025

GLENNVIEW PARK SECONDARY SCHOOL

Ontario Secondary School Diploma

Cambridge, ON

Sept 2015 - Jul 2019

WORK EXPERIENCE

AG BUSINESS & CROP

Marketing Associate

Palmerston, ON

May 2024 – Sept 2024

- Develop integrated marketing campaign for commercial drones using Google Analytics, Ads, and Tag Manager; led to \$80,000 in new revenue
- Manage PPC Google and Meta advertisements using customer segmenting targeting strategies; led to 30% increase in website traffic
- Collaborated with cross-functional teams to create SOP's and content calendars to improve company workflows; increased marketing department efficiency by 10%

THE CITY OF KITCHENER

Marketing Associate

Kitchener, ON

Jan 2024 – Apr 2024

- Authored newsletters and marketing materials for The Kitchener Market, Kitchener Fire, Kitchener Golf, improving outreach by 25%
- Analyzed data from over 10,000 monthly active users and used outputs to guide marketing and product strategies; increased average engagement time by 2x, 30% decrease in bounce rate, and 3x shares on social media

UNIVERSITY PROJECTS

CSI – MARKET RESEARCH CONSULTANCY

Nov 2024

- Designed and conducted a market research survey sent to 12,000 full-time students using Qualtrics
- Authored a research report for Conestoga Students Inc. based on findings and structured campaign and recommendations to improve student awareness by 20%

EASTSIDE AUTO SPA - SMALL BUSINESS DEVELOPMENT

Feb 2020

- Led all aspects of business operations, from branding and website development to customer relations and team management
- Achieved a 5-Star Google rating and secured top search engine rankings increasing organic traffic by 50%

ACTIVITIES

ONTARIO COLLEGES MARKETING COMPETITION

Team Member

Windsor, ON

Dec 2024

- Awarded 4th place in the job interview category demonstrating a high-level of professionalism and marketing ability
- Developed a personal brand, website, and digital portfolio to showcase marketing strengths & abilities

MILTON BMX TRACK

Camp Leader

Boston, MA

July 2017 – Sept 2018

- Over 3000 hours volunteering as a camp leader teaching children with autism how to ride BMX bikes on dirt jumps

ADDITIONAL

Technical Skills: Adobe Creative Suite, Google Suite, WordPress, Ahrefs, HTML/CSS, ChatGPT, Wix CRM, Qualtrics, Content Writing, Data Analysis

Certifications & Training: Professional Selling Simulation (Stukent), Email Marketing Simulation (Stukent), Digital Marketing Simulation (Stukent), Inbound Marketing Certification (HubSpot)