

RYAN CLARK

CAUSMOEFFECT.COM

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A dynamic marketing and sales professional, deeply rooted in the cannabis industry.



SKILLS

- ACMPR cannabis cultivation
- Adobe CC (intermediate to expert)
- AirBnB, HiBnB & Hipcamp hosting
- Canada Post campaigns
- Coding HTML5, CSS, JS, PHP, API, ICAL, IFRAME
- Commission based sales
- Construction, carpentry & handy work
- CPanel administration
- Domain registration & hosting
- Editorial, blogs and article writing
- EventBrite hosting
- French (basic)
- Graphic design
- Hootsuite & Heropost scheduling
- Honourarium payments
- Intuit prosperity accelerator
- ISBN library and archiving
- MailChimp email campaigns
- Microsoft Office & Google Suite
- NetSuite ERP, CRM & E-commerce
- Network administration
- Paypal transactions
- PC, MAC, Linux
- Revel POS & inventory management
- Samcart order fulfillment
- SEO (Google analytic & Yoast)
- Square terminal operation
- Stripe payment platform
- Submittable management software
- Television & media appearances
- Video & audio editing (Ableton, Sony Vegas)
- Virtual reality content creation (Unity)
- Wholesale & retail sales
- Wordpress website development
- Zoom video conferences
- 3D modelling & animation

EXPERIENCE



DREAMERS CREATIVE WRITING • Hepworth

General Manager: 2019 - Ongoing

Marketing • Advertising • Web Administration • Property Maintenance

Dreamers Writing is a publisher and AirBnB writer's retreat. We're building a lifestyle brand and media company dedicated to heartfelt writing. Our site gets between 15k to 25k unique visitors per month and 25k to 40k page views. Our analytic summary and circulation details are available upon request. As an AirBnB SuperHost, the Dreamers Writing Farm has an average 4.8 star review and earns over \$90k annually. That revenue has increased an average of 210% since my employment began. Please see our virtual tour at writingfarm.ca.



CAUSMO EFFECT CONCEPTS • Greater Toronto Area

Freelance Multimedia & Marketing Service: 2008 - Ongoing

Producer of head-turning virtual reality and 360 video experiences. With a focus on the cannabis industry, I document immersive experiences at trade shows, licensed producer facilities and retail stores. I've produced over 100 videos documenting events like O'Cannabiz, The Lift Expo, Hempfest, The Cannabis Life Show, The University of Guelph as well as for clients in Denver Colorado.



CANNABIS SUPPLY CO • Burlington, Hamilton & Guelph

Regional Manager & Marketing Support: 2016 - 2019

The CSC was originally a telemedicine clinic which now sells OAGC licensed recreational cannabis. I assisted with operations and business development and was responsible for licensed producer registrations, over 1k patient files and monthly targets of \$30k. As per my sales summary, I contributed to an average 46% increase in annual sales at the stores in my territory. My duties also included IT and systems administration for our website and woo commerce online store. I also coordinated media appearances, advertising campaigns & inventory database maintenance.

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EXPERIENCE



GREENLANE • Mississauga

Territory Sales Specialist: 2016

In this account management role, I closed deals and assisted with IT, marketing and design for North America's largest vaporizer distributor. I was responsible for over 100 accounts and monthly targets of \$200k. My years of cannabis networking helped generate new business, healthy profits and a high salary career. I enjoyed the banter with customers and sourcing leads. My new business acquisition was conducted through direct telephone sales to headshops, vape stores, and at trade shows. I cold-called with confidence and made contact with key decision makers, delivering high margin sales for a great employer.



BIG B PUBLISHING • Milton

Editor, Art Director & Website Administrator: 2008 - 2012

The Business & Construction Times was a B2B bimonthly newspaper that served Ontario's construction market. Working with many commercial, residential and industrial trades and contractors, our distribution included 20k industry professionals. I sourced project reports and feature articles, using an advertorial model and a friendly approach. I also designed and sold over 500 advertisements and articles generating over \$614k in sales.



UP IN SMOKE CAFE • Hamilton

Cofounder, Manager & Marketing Director: 2004

Up in Smoke was the first of its kind: an indoor cannabis consumption space in eastern Canada. Against all odds, we welcomed responsible and consenting adults to consume cannabis publicly. Members were required to sign a pledging contract and liability waiver, which I designed. It included a commitment to academics and avoiding impaired driving. We had well over 5k members. Up in Smoke had a tremendous ripple effect in the cannabis industry.



SPIRITUAL SMOKE • Hamilton, St. Catharines & Niagara Falls

Regional Manager: 1999 - 2004

The classic head shop and cannabis culture store. This is the company that galvanized my passion for cannabis. We were the recipient of a View Magazine Reader's Choice Award in 2003 and 2004. I joined Spiritual Smoke shortly after an internship with a similar company in Oakville called "The Hidden Jungle".

EDUCATION



Virtual Reality Workshop • Mohawk College, Hamilton: 2019

Technology, industry applications and storytelling within the virtual reality landscape.



Science of Cannabis Course • McMaster University, Online: 2019 - Ongoing

Studying the history, pharmacokinetics and epidemiology of cannabis. *89% average.



CanSell Standard Training • Lift & Co, Online: 2019

Required training for all employees of Ontario cannabis retail stores.

Advertising/Communications Media Diploma • Mohawk College, Hamilton: 2000 – 2003

Art direction, copywriting, layout design, basics of photography, graphic design, UX app prototyping and idea generation techniques.

INTERESTS



Yoga

Modo Yoga Milton is an international community of hot yoga studios.

Skydiving

Skydive Burnaby has provides 5-star tandem skydiving experiences near Toronto.



Music

Musicboxx is an Oakville based studio specializing in electronic music production.



Straight to the Streets

An annual, volunteer driven clothing and survival kit drive for the less fortunate in the GTA.