

# RYAN CLARK

CAUSMOEFFECT.COM

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*Specializing in sales, marketing, publishing, web administration and hospitality services.*



## SKILLS

- ACMPR cultivation
- Adobe CC (graphic design & animation)
- AI generated content (Canva, ChatGPT, Dall-E)
- Coding HTML5, CSS, JS, PHP, API, ICAL, IFRAME
- Construction, carpentry & handy work
- CPanel administration
- Direct mail campaigns
- Domain registration & hosting
- Editorial, blogs and article writing
- EventBrite hosting
- French (basic)
- Hootsuite & Heropost scheduling
- MailChimp email campaigns
- Medeo telemedicine software
- Microsoft Office & Google Suite
- NetSuite ERP, CRM & E-commerce
- Network administration
- Paypal transactions & honourariums
- PC, MAC & Linux o/s
- Revel POS & inventory management
- SaaS sales & training
- Salesforce CRM software
- Samcart order fulfillment
- SEO & KPI tracking (Google analytic, Yoast)
- SmooBu channel manager (AirBnB hosting)
- Square terminal operation
- Stripe & Shopify payment platforms
- Submittable communication software
- Video & audio editing (Ableton, Sony Vegas)
- Virtual reality content creation (Unity)
- Wave accounting software
- Wholesale & retail sales
- Wordpress website development
- Zoom & Skype video conferences

## EXPERIENCE



### DREAMERS CREATIVE WRITING & FARM RETREAT • Hepworth

**Partner & General Manager: 2020 - Ongoing**

**Marketing • Advertising • Web Administration • Property Beautification**

Magazine publisher and highly rated hospitality business • Website attracted over 62k users in 2023 with a 68% engagement rate • Highest total annual earnings were over \$143k in 2023 • Contributes to an average 39% increase in annual revenue since 2020 • Produces analytic summary, circulation details, SEO and web content • Contributed to development of proprietary online booking platform • Manages hospitality staff and guest inquires



### CANNABIS SUPPLY CO • Burlington, Hamilton & Guelph

**Regional Manager & Marketing Support: 2016 - 2020**

Originally a telemedicine clinic now selling AGCO licensed recreational cannabis • Ranked 8th in top ten retailers per 2020/21 OCS insight report • Assisted with retail operations, business development • Responsible for driving licensed producer registrations • Carefully maintained over 1k encrypted patient files • Contributed to an average 46% increase in annual sales • Performed inventory database maintenance, updates to website and online store • Coordinated public relations, educational seminars and media appearances • Designed advertising campaigns • Hired and trained staff • Media appearances included CBC News Waterloo, Guelph Mercury Tribune, Guelph Today, Sheridan College and MyFM Milton



### GREENLANE • Mississauga

**Territory Sales Specialist: 2016**

B2B account management role for North America's largest cannabis vaporizer distributor Responsible for over 100 high margin accounts and monthly targets of \$200k • Company's 2016 net revenue was \$66.7M • New business acquisition was conducted through direct telephone calls to key decision makers, head shops, vape stores and at trade shows Occasional advertisement design and email campaigns

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## EXPERIENCE



**CAUSMO EFFECT CONCEPTS** • Greater Toronto Area

**Videography • Graphic Design • Editorial • Marketing : 2012 - Ongoing**

Freelance producer of virtual reality and 360 video for YouTube and Google Maps • Clients include trade shows, licensed producer facilities and retail stores • Produced over 100 videos at events like O'Cannabiz, The Lift Expo, Hempfest, The Cannabis Life Show and others



**BIG B PUBLISHING** • Milton

**Editor • Art Director • Website Administrator: 2008 - 2012**

Bimonthly newspaper for Ontario's commercial, residential and industrial construction market Sourced project reports and feature articles, using advertorial model • Designed over 200 quality advertisements and wrote interesting articles • Generated over \$614k in sales • Print circulation: 1k • Email circulation: 4k • Average monthly sales: \$22k



**RAM GAMEROOM PRODUCTS** • Milton

**Sales • Marketing • Art Director • Website Administrator: 2005 - 2008**

Produced annual catalogues, supplements and website updates for wholesale residential lighting and decor company • Performed warehouse duties including shipping, delivery and assembly of lighting fixtures • Assisted with Dallas Trade Show events



**UP IN SMOKE CAFE** • Hamilton

**Cofounder • Manager • Marketing Director: 2004**

Cannabis accessory store, MMAR resource centre and groundbreaking consumption space Conceived and designed membership policy, contract and liability waiver • Allocated responsibilities to personnel • Supervised staff • Prepared and store's budget and inventory needs • Featured in media outlets: CH Television, The Hamilton Spectator, View Magazine and others



**SPIRITUAL SMOKE** • Hamilton, St. Catharines & Niagara Falls

**Regional Manager: 1999 - 2004**

The classic head shop and cannabis culture store • Recipient of two View Magazine Reader's Choice Awards • Organized multi-unit operations • Allocated responsibilities to personnel Guided staff towards maximum performance • Prepared store's budget and inventory schedule

## 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 with an 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 and idea generation techniques

## INTERESTS



**Yoga**

Modo Yoga Milton is an international community of hot yoga studios



**Skydiving**

Skydive Burnaby provides 5-star tandem skydiving experiences near Toronto



**Music**

Musicboxx is an Oakville based studio specializing in electronic music production

**Straight to the Streets**

Annual volunteer clothing and compassion kit drive for the less fortunate in the GTA