

Ryan O'Toole

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Education

University of Arkansas
B.A. in Advertising and Public Relations.

Fayetteville, AR
Aug. 2020 – May 2024

Book180, Portfolio School
Copywriting

Chicago, IL
Sept. 2024 – April 2025

Experience

Freelance
Advertising Consultant

Chicago, IL
Oct. 2025 – Present

- Consult with start-ups and agencies on various advertising projects.
- Execute project goals through a network of creative partnerships and content creation.
- Curate brand content through: ad buying, socials, commercials, sponsored shoots.
- Grew monthly revenue from \$98k (Oct. 2025) to \$217k (July 2026) through marketing [Lone Pouches].

The Comedy Gazelle
Interviewer

Chicago, IL
August 2026 – Present

- Conduct interviews with headlining comedians.
- Produce all shoots, including post production.

Echo Global Logistics
Client Sales Representative

Chicago, IL
June 2024 – Sept. 2025

- Recruited new clients and fostered client relationships daily.
- Negotiated deals with clients, managing a book of business of \$15k monthly.
- Structured and delivered pitches for long-term international shipping contracts.
- Managed and organized contracted deliveries.

Main Hill Media
Creative Partnerships

Chicago, IL
Jan 2023 – May 2024

- Main focus on influencer campaigns, built a network of influencers to work with the agency.
- Recruited 20+ influencers to our network, and brought in 4 new accounts.
- Finalist for the Innovation Pacemaker Award - Influencer Campaigns (Associated College Press)

Internships

Walmart
Merchandising Intern

Bentonville, AR
May 2023 – Aug. 2023

- Hands-on merchandising experience with the world's largest retailer.
- Pitched new innovative ideas to improve the online presence of Walmart.com to Executives and VP's.
- Achieved content quality goals and created smart substitutions across the laundry category.

Skills

Technical: Adobe Creative Suite, Microsoft Office, Google Ads, Meta Ads, HubSpot