

## Ryan Bolz

e: RyanBolz@gmail.com | www.RyanBolz.com

---

### Objective

To provide leadership to the marketing strategy for Hendrick Automotive Group and lay a scalable foundation for continued growth.

### Experience

#### **Director of Digital Marketing and Ecommerce**

Hendrick Automotive Group | Charlotte, NC  
October 2017 – Present

Supporting the vision and providing leadership to Hendrick Automotive Group's digital marketing and ecommerce initiatives across the organization.

#### **Digital Marketing and Ecommerce Manager**

Hendrick Automotive Group | Charlotte, NC  
May 2016 – October 2017

Managing digital marketing and ecommerce across the enterprise in support of dealership and Hendrick Automotive Group business objectives.

#### **Social Strategist**

Hendrick Automotive Group | Charlotte, NC  
January 2013 – May 2016

Developed, implemented and executed social strategy for Hendrick Automotive Group nationally supporting tier 3 local listing infrastructure, reputation management, social media monitoring/syndication and social advertising, as well as Hendrick tier-1/tier-2 digital marketing initiatives.

#### **Regional Digital Marketing Manager**

Hendrick Automotive Group | Charleston, SC  
June 2011 – January 2013

Served as first regional digital marketing manager within Hendrick. Aligned online demand creation efforts with dealership objectives and operations, leveraging rolled throughput yield methodology to improve process performance by channel.

#### **Digital Marketing Manager**

Hendrick Toyota Scion North Charleston | Charleston, SC  
May 2008 – June 2009

Developed, implemented and executed the digital marketing strategy for Hendrick Toyota Scion North Charleston with emphasis on demand creation and lead channel optimization, leading the Charleston market in online traffic and lead generation.

**Education**      **Bachelor of Arts, Philosophy** | College of Charleston  
**Six Sigma Certification** | Villanova University  
**AFIP Certified** | Association of Finance & Insurance Professionals

**Communication**      Strong communication and presenter skills with experience presenting to the automotive group leadership body, internet management teams, collision center department heads and supporting teammates.

**Proficiencies**      **CRM** | eLead, Reynolds, Salesforce  
**DMS** | CDK, Reynolds  
**Inventory Management** | Firstlook, Homenet, vAuto  
**IT Solutions** | Google Apps, MS Azure, MS Office, MS Power BI, Tableau  
**OEM Alignment** | Acura, Audi, BMW, FCA, GM, Honda, Hyundai, Jaguar Land Rover, Kia, Lexus, Mazda, Mini, Mercedes-Benz, Nissan, Porsche, Subaru, Toyota, Volkswagen, Volvo  
**Marketplaces** | Autotrader, Cargurus, Cars.com, Edmunds, KBB, TrueCar  
**Media Agencies** | Adpearance, AIM, CDK, Click Here Publishing, Dealer.com, DealerOn, Dealer Inspire, eBizAutos, LotLinx, MGH, Motivated Marketing, Netsertive, Performics, PureCars, Showroom Logic, Sokal  
**Website Providers** | CDK, Dealer.com, DealerOn, Dealer Inspire, eBizAutos, Gary Stock Company, Sokal

**Accomplishments**      I have had a remarkable opportunity at Hendrick to grow with the organization. Highlighted below are several accomplishments where I provided direct leadership and support.

- Supported day-to-day management of over \$55 million dollars in annual digital marketing investments
- Supported the implementation and ongoing management of a Hendrick Partner Program to better align providers to clear business needs & meet enterprise scale.
- Established a bench of support with core marketing partners and established recurring disciplines to support the ongoing management of accounts
- Standardized CRM source naming convention and established roll-up/drill down operational reporting in use across the organization
- Developed core social and reputation management strategy and helped craft Hendrick's compliance policies across the space.
- Supported the strategic approach and implementation of Hendrick's client care solution across the enterprise.
- Supported the consolidation of Hendrick Collision marketing efforts to operate as a multi-shop operation under a unified Hendrick brand.
- Enabled multiple opportunities to better merchandise inventory online, including scaling our shared inventory model across providers as well as bringing millions of dollars of active loaner vehicles online as retail-ready units.
- Established online local listing infrastructure across all Hendrick locations, accounting for over 50% of our tracked phone calls