

# **Ryan Cohn**

**Partner, Executive Vice President at Sachs Media Group**

Tallahassee, FL, US

Navigating the Shifting Landscape of Media and Communications

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## **Biography**

Ryan forecasts and navigates the changing communications landscape for Sachs Media Group, THE BREAKTHROUGH AGENCY™, and its clients. He provides strategic direction and drives growth across digital and advocacy initiatives. Ryan has a proven track record in strategic planning, new business, and organizational development. Sachs Media Group counts on his expertise to build systems and processes that consistently deliver best-in-class solutions for its clients.

He taught advanced social media management at Florida State University and has been featured by prominent media outlets including Mashable and AdWeek. Ryan has created hundreds of viral advocacy and promotional campaigns, with several trending on The Today Show, ABC World News, BuzzFeed, Daily Mail, Fox News, and Business Insider.

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## **Availability**

Keynote, Moderator, Workshop, Corporate Training

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## **Industry Expertise**

Management Consulting, Non-Profit/Charitable, Market Research, Media - Online, Public Policy, Public Relations and Communications, Advertising/Marketing, Government Relations, Social Media, Corporate Leadership

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## **Areas of Expertise**

Social Media, Social Media Marketing, Facebook, Digital Marketing, Public Affairs, Advocacy, Community Management, Emerging Technology, Facebook Marketing, Social Media Optimization

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## **Affiliations**

Florida Public Relations Association, Florida State University, Florida Chamber of Commerce, Tallahassee Chamber of Commerce

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## **Sample Talks**

What's Next? Emerging Trends in Social Media

**What Could Go Wrong? Preparing a Social Media Crisis Communication Strategy**

**The ACED IT Model: A Guide to Improving Your Organization's Facebook Presence**

**Brand Value: Why Some Fans and Followers are Worth More than Others**

**Leadership Social Media: Turning Leaders into Celebrities**

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## **Event Appearances**

**What Doesn't My CEO Get About Social Media?**  
Social Fresh EAST Conference

**Harnessing the Facebook Ad Power Editor**  
Advanced Facebook Advertising Conference

**The Frontier is Now: How Social Media is Rewriting the Association Playbook**  
Tallahassee Society of Association Executives

**Leveraging the Power of Social Media in Commercial Real Estate**  
Real Estate Trends Conference

**Social Media, Leadership and Trust**  
TechExpo 2012

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## **Education**

**Florida State University**  
Marketing & Psychology Service Operations, Performance Management/Behavior Analysis

**William T. McFatter Technical Center**  
Technical Journalism

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## **Accomplishments**

**Top-20 Public Speaker Nationwide**  
The National Forensics Association honored Ryan as one of the top 20 public speakers nationwide in the category of Rhetorical Criticism.

### **Featured by Prominent Media Outlets**

Ryan has been featured a variety of prominent media outlets, including Mashable, Adweek, The Next Web, Thomson Reuters, and TheStreet.com

### **Named to "40 Under 40" List**

In 2012, 850 Business Magazine named Ryan to its "40 Under 40" list. The list represents the year's top-40 businesspeople in North Florida under 40 years old. Ryan was the youngest member of 2012's list.

### **Bulldog Digital/Social PR Awards**

The Bulldog Reporter, a prominent PR trade publication, has honored Ryan with three awards in its annual Digital/Social PR Awards: 2013 Gold Award (top in the nation) for Best Use of Search Engine Optimization in a Campaign, 2012 Gold Award (top in the nation) for Best Use of Digital/Social for a Health/Fitness/Medicine Campaign, and 2012 Bronze Award (top-3) for Best Online/Social Media Community of the Year.

### **Golden Image PR Awards**

Since 2011, the Florida Public Relations Association has awarded Ryan several Golden Image Awards and Judge's Awards in the categories of Social Promotion and Social Engagement.

### **America's Most Promising Companies Finalist**

Forbes Magazine named Ryan's previous business, What's Next Marketing, a finalist for the prestigious America's Most Promising Companies List in 2011.

### **Led the Acquisitions of Two Successful Businesses**

Ryan led the acquisition of two successful businesses: What's Next Marketing by Sachs Media Group (2012) and ForensicsOnline.net by the National Forensic League (2007).

### **Adjunct Professor at the Florida State University**

Ryan teaches Advanced Social Media Management, the first course of its kind in Florida, to students in FSU's College of Communication & Information.

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## **Testimonials**

### **Katherine McDermott**

Ryan is truly an expert in social and digital marketing. He executes every campaign with precision and makes informed, scientific decisions based on smart data aggregation. Ryan is one of the best, and his numerous successes prove it time and time again.

### **Lucille Asbury**

He had answers to problems that we were told by others would be "impossible to solve" and he delivered amazing results. Thanks to him we've almost doubled our traffic on our page.

### **Mitchell Jermyn**

Ryan is an unparalleled expert of both social media and business branding. He has provided me with continuous quality advice over the past few years on both business growth and branding that has exceeded my expectations and expert advice that has been the direct cause of my success.

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