

Ryan Cohn

Partner, Executive Vice President at Sachs Media Group

Tallahassee, FL, US

Navigating the Shifting Landscape of Media and Communications

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.

Availability

Keynote, Moderator, Workshop, Corporate Training

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

Areas of Expertise

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

Affiliations

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

Sample Talks

Leadership Social Media: Turning Leaders into Celebrities

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

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

What's Next? Emerging Trends in Social Media

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

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

Education

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

William T. McFatter Technical Center
Technical Journalism

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.

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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