

Ryan Micklos

Program Director /
Project Manager /
Digital Content
Production

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Summary

Digital program and production leader with 20+ years of experience delivering digital experiences, products, campaigns, and experiential initiatives for major brands and global agencies. Experienced leading cross-functional teams, managing 1M-3M+ business, translating business objectives into actionable programs, and guiding work from strategy and scoping through launch. Agency experience includes Havas CX, Code and Theory, GSD&M, The Martin Agency, and Juice Pharma.

Core Expertise

Program & Project Leadership: Digital Program Management, Project Management, Production, Agile & Waterfall, Roadmaps, Resource Planning, Process Optimization

Business & Client Leadership: Client Management, Scoping & Estimation, Budget Management, SOWs & Proposals, Forecasting, Business Development

Digital Experience: Digital Products, UX & Interaction, Content Strategy, Creative Development, Experiential, Accessibility

Tools: JIRA, Confluence, Figma, Miro, Adobe Creative Cloud, HTML/CSS, CSPO Certified, Smartsheet, Monday, ClickUp, MS Teams

Experience

Havas CX / Program Director

March 2023 - October 2026, New York, NY /Remote

- Directed end-to-end delivery of digital programs for American Airlines, Citi, House of Suntory, JBL, and Wells Fargo, leading 20+ cross-functional team members and serving as delivery lead for 20+ day-to-day client stakeholders.
- Led the rebuild of the American Airlines co-brand credit card website, covering product detail pages for prospects and existing cardmembers plus the family-of-cards page. Results: conversion up as much as 19% on key pages, bounce rate down 28%, and log-ins doubled.
- Delivered 100% of work on time and on budget across monthly releases and up to 6 site optimizations per year.
- Scoped and structured digital initiatives around business objectives, defining resource requirements, team allocations, budgets, timelines, and delivery plans.
- Managed external partners (WP Engine hosting, a partner creative agency, a partner SEO agency, and production vendors), coordinating scope, timelines, and handoffs with internal teams.
- Closely partnered with clients to translate business needs into clear, actionable briefs for cross-functional briefings to align strategy, creative, technology, and delivery teams.
- Developed proposals, statements of work, project plans, timelines, and cost estimates for digital brand initiatives.

- Managed and tracked financial performance across annual retainers and ad hoc engagements, including forecasting, budget alignment, and ongoing financial health.
- Identified opportunities for incremental organic growth and developed strategies to expand account relationships and digital engagements.
- Delivered monthly and quarterly account health reporting to executive leadership, highlighting progress, risks, opportunities, and recommended actions.

Code and Theory / Sr. Producer, Product

October 2021- January 2023, New York, NY

- Served as primary client contact and project lead for cross-functional teams delivering \$1M-\$2M in product MVPs and subsequent iterative releases for Allspring Financial, Citadel and Marriott Bonvoy.
- Led product delivery from scoping and estimation through development, launch, and subsequent releases, balancing business objectives, user needs, resources, and timelines.
- Optimized team allocations and delivery plans to maintain on-time, on-budget execution.
- Identified organic growth opportunities and developed proposals to expand client engagements.
- Provided agency leadership with account status, risk assessments, mitigation strategies, and delivery forecasts.

GSD&M / Sr. Digital & Experiential Producer

November 2016 - September 2021, Austin, TX

- Led digital and experiential production across major agency accounts including Capital One, Southwest Airlines, U.S. Air Force, Popeyes, Diageo, and Pizza Hut.
- Managed cross-functional teams and external partners across complex digital and experiential initiatives from concept through launch.
- Selected and managed third-party vendors and media partners, establishing effective collaboration and accountability across project teams.
- Developed and optimized production workflows to improve team productivity, collaboration, and quality of output.

The Martin Agency / Digital Producer

May 2012 - November 2016, Richmond, VA

- Produced digital experiences and campaigns for clients including Microsoft, JFK Library, Geico, Stoli, and Midas.
- Scoped and estimated projects while partnering with creative, technology, and account teams to guide work from concept through launch.
- Transitioned from Senior Project Manager overseeing integrated campaigns across broadcast and print into a digital experience-focused production role.
- Trained new hires on agency processes and workflows and improved onboarding materials to accelerate team integration.

Juice Pharma / Sr. Interactive Project Manager

February 2011 - May 2012, New York, NY

- Managed digital initiatives for Merck pharmaceutical brands, coordinating cross-functional teams and project delivery.
- Navigated complex legal and regulatory review processes while maintaining project timelines, budgets, and delivery requirements.

Education

University of Central Florida 2001 - 2005, Orlando, FL

Awards

- **FWA Site of the Month** | March 2021 – USAF “Into the Storm” Interactive Documentary
- **FWA Site of the Day** | March 27, 2021 – Pizza Hut Web AR Pac-Man Box
- **Austin Big Wigs** | 2020 – Best Digital Producer Nominee
- **ATX Addy / National Addy** | 2019 – Popeyes “Crave Off” Experiential, Best-in-Show / Silver Award
- **FWA Site of the Day** | January 22, 2014 – JFK “An Idea Lives On”