

# Biography Of Ryan Abramson



Ryan Abramson is a marketing and communications consultant with over 25 years of experience. He specializes in helping small businesses, professionals, and non-profits grow their brand presence through strategic marketing, content creation, and digital media management. As the founder of Oakridge Leaders, a consulting firm based in Langhorne, Pennsylvania, he provides customized solutions for his clientele. Ryan is also recognized for his leadership, diversity advocacy, and mentoring.

## The Roots of Ryan's Journey

Ryan T. Abramson was born in Philadelphia, Pennsylvania, on October 25, 1976. After finishing high school, he attended the Catholic University of America in Washington, DC, where he earned a Bachelor of Arts degree in English with a minor in Philosophy and Religion.

During his time at Catholic University, Ryan completed a three-year internship with the United States Senate. This opportunity gave him experience and insights into public relations, strategic communication, and leadership, which would shape his future career. Following his

undergraduate studies, Ryan furthered his Education at LaSalle University in Philadelphia, where he obtained a Master's in Education.



## Early Career in Education

Ryan's professional journey began in Education, where he made a name for himself as an admissions, marketing, and communications leader. During his 25-year career in Education, Ryan played a big role in driving enrollment through innovative and data-driven strategies. Ryan also led efforts to develop and manage social media, video production, and live-streaming platforms. These platforms allowed the institution to connect with a broader audience, showcase its strengths, and engage with prospective students in new ways.

## Transition to Marketing and Communications Consulting

In 2001, Ryan founded Oakridge Leaders, a marketing and communications consulting firm based in Langhorne, Pennsylvania. As the principal consultant, Ryan has worked with small businesses, non-profits, and professionals to help them achieve their marketing goals. His approach is centered on data-driven strategies and creative problem-solving, ensuring that his clients see real results.

At Oakridge Leaders, Ryan has led various marketing initiatives, including branding, web development, and social media marketing. His expertise in SEO, paid advertising, and content creation has helped clients increase their online visibility and drive leads. Ryan has also ghostwritten speeches and presentations for industry leaders and athletes, helping them enhance their professional presence and grow their market recognition.

In addition to his marketing work, Ryan provides training in public speaking, video production, and live streaming. His ability to simplify complex processes and teach them to others has

empowered his clients to communicate confidently and create impactful content for their digital platforms.



## Bridging Communities Through Diversity

One of the defining traits of Ryan's career was his dedication to community service. Under his leadership, the institution he worked in saw a significant increase in the enrollment of students of color, doubling the numbers within just five years. Ryan knew the importance of creating an inclusive environment and worked tirelessly to make that a reality.

Beyond diversity initiatives, Ryan was also committed to community service. He championed projects that connected high school students with children in vulnerable communities. These programs created a sense of understanding and teamwork among students and helped build bridges between different groups in the community.

## Toolkit for Success

Throughout his career, Ryan Abramson has developed various skills, making him a versatile professional. His expertise spans marketing, communications, leadership development, and creative problem-solving. Some of his key skills include:

- Marketing and communications – Ryan is proficient in social media marketing, paid advertising, SEO, Google Analytics, branding, and customer relationship management. He also has experience in web development and blogging, helping businesses strengthen their online presence.
- Leadership and development — Ryan is a seasoned public speaker and mentor. He enjoys teaching others how to communicate effectively through public speaking or

presentations. His leadership skills extend to crisis communication and consulting, where he provides guidance to help businesses navigate challenges.

- Technical proficiency — In addition to his marketing and communications expertise, Ryan is skilled in video production, photography, website management, and presentation design. He is adept in tools like HubSpot, Canva, Wix, and Mailchimp.



**Ryan Abramson**

Diversity Advocate and Community Service Leader.

## Building Skills While Building Community

Ryan is an active volunteer on local school boards and a national enrollment association, where he offers his leadership and marketing expertise. He has presented at local, regional, and national conferences, sharing his knowledge on data-driven marketing strategies to help organizations enhance their lead-generation efforts.

## A Glimpse Beyond Work

Ryan is passionate about travel and exploring new cultures. He has traveled extensively in the United States and internationally, often sharing his travel experiences through blogs and online reviews. His love for travel has also made him a self-proclaimed "points and miles guru." Ryan is known for his creative travel itineraries, often taking long, multi-stop flights to accumulate frequent flyer miles. His travel adventures have taken him to places like Anchorage, Alaska, and Miami, Florida, with interesting layovers along the way.

In addition to travel, Ryan is a history enthusiast who enjoys listening to podcasts on historical topics. He also keeps up with Supreme Court arguments and has a passion for cooking, often experimenting with new recipes inspired by the Food Network.