

JOHN ARY

Lawrence, KS | [913-526-2758](tel:913-526-2758) | johnary@hotmail.com | www.JohnAry.com | [LinkedIn](#)

Professional Summary

Creative digital marketer and award-winning videographer with 20+ years of experience in multimedia production, marketing strategy, and brand growth. Skilled in storytelling, SEO-driven content, and lead generation for both corporate and nonprofit organizations. FAA-certified drone pilot and Google Ads certified.

Core Skills

- Digital Marketing (Social Media, SEO, Google Ads, Content Strategy)
- Strategic Communications & Brand Management
- Video Production & Photography (Final Cut Pro, Photoshop, Lightroom)
- Drone Operations (FAA Certified)
- Web Development (WordPress, HTML, SEO Best Practices)

Professional Experience

Marketing Specialist – Good Energy Solutions

March 2021 - Present | Lawrence, KS

- Lead all marketing and lead generation for commercial, residential, and electrical divisions.
- Produce and manage digital campaigns, video/photo content, and SEO strategy.
- Write blogs, press releases, and marketing materials that elevate brand presence.

Owner/Operator – Robot Monster Creative

2010 - Present | Lawrence, KS

Provide media services including promotional videos, portraits, drone photography, real estate walkthroughs, and wedding films.

Videographer – Lillian James Creative

2018 - 2019 | Kansas City, MO

- Produced small business video campaigns and social media content.
 - Assisted with WordPress websites for corporate clients.
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Media Specialist – Texas State Office of Risk Management

2012 - 2018 | Austin, TX

- Created safety campaigns that reduced workplace injury claims.
 - Project-managed a full website relaunch and content strategy.
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Additional Roles –

- **Media Relations Coordinator**, Washburn University AmeriCorps VISTA (2009–2010)
- **Production Coordinator**, Conway Corporation (2007–2009)
- **Documentary Production Technician**, AETN-TV (2007)
- **Creative Services Director**, KMSB-TV/KTTU-TV (2005–2006)
- **Brand Manager**, KWTW-TV (2002–2005)
- **Promotion Manager**, KQTV-TV (2000–2002)

Education

University of Kansas – Bachelor's Degree in Broadcast Management & Journalism

Community Involvement

- Public Relations Committee Member – Ballard Center of Lawrence
- Volunteer – United Way of Kaw Valley
- Leadership Lawrence – Class of 2024