



RYAN HINES

COMMUNICATIONS STRATEGIST

ABOUT

With both an entrepreneurial spirit and a respect for trail-blazers who came before me, I combine attention to detail with innovative solutions for crafting engaging and inspiring messaging. I'm focused on continuous learning, breaking down stereotypes, and physical and mental wellness through sports, travel, and mindfulness.

ASK ME ABOUT

- What motivated me to move cross-country without a job, friends or family.
- How I launched and captained a team of cyclists to bike 545 miles from San Francisco to Los Angeles and fundraise over \$140k for AIDS/LifeCycle.
- How I approached being chosen to author an op-ed on behalf of a top Toyota executive, an African American man, to address the company's response to the pandemic of social and racial justice during COVID-19.
- Editing 2.5 hours of audio content to 22 minutes, launching my personal podcast "In Hines Sight," revealing the story of my formative years as related to Britney Spears albums.
- The courage I mustered to contribute to a semiannual gay mens magazine about the intersection of queerness and surfing.

EDUCATION

B.A. Mass Communications
Emphasis in Public Relations
University of South Florida, 2011

CONTACT

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WORK EXPERIENCE

TOYOTA NORTH AMERICA

Communications Lead; Plano, TX | Nov 2019 - Present

- Consult, oversee, and produce internal communications to reach 45,000+ employees across diverse sectors throughout North America.
- Lead external communications campaigns, providing strategic direction and guidance to amplify the work of Toyota's 375 community partners.
- Write news releases, articles, social media copy, and scripts for executive speeches, community service announcements, executive speaking opportunities, videos, and cultural/heritage month recognitions.
- Oversee vendors and project manage multiple campaigns, including the re-launch of Toyota's giving and volunteer platform, as well as Toyota's Diversity & Inclusion report and awards submissions.

Corporate Communications Senior Analyst; Plano, TX | May 2017 - Nov 2019

- Implemented multi-faceted communications initiatives, focusing on telling the good-news stories behind the people and brand at Toyota.
- Guided the launch and growth of Toyota's first-ever LGBTQ+ award-winning cause-marketing campaign #LoveDrives.

Public Relations Administrator; Torrance, CA | March 2016 - April 2017

- Supported the public relations team in the development and implementation of external communication products.

CELEBRITY CRUISES

Event & Sales Support Specialist; Los Angeles, CA | Feb 2015 - Dec 2015

- Managed consumer-facing event activations from concept to execution, working with vendors, corporate staff, and travel agents.

CHAPMAN UNIVERSITY

Public Relations Coordinator; Orange, CA | April 2013 - Feb 2015

- Pitched regional media, coordinated all press inquiries and media visits, and monitored news mentions, providing weekly reports to leadership.
- Contributed articles to institutional news channels, including Chapman Magazine for alumni as well as the news blog for attracting new students.