

Ryan Honick

• Disability Advocate • Speaker • Professional Persuader

Ryan is an award-winning disability advocate, speaker, and professional persuader with over a decade of experience ranging from work on Capitol Hill and federal government to positions with non-profits and global PR firms. His specialties include media relations, corporate communication, organizational branding, and crisis management.

Contact

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Skills

Brand Development	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>
Communication Campaigns	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>
Corporate Communication	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>
Crisis Management	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>
Employee Communication	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>
Marketing Strategy	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>

Work History

2009-06 -
Current

Disability Advocate and Speaker

- Ryan Honick, Alexandria, VA*
- Present globally to corporations, government agencies, and nonprofit organizations on issues related to disability including ADA policy, and creating more inclusive workspaces focused on Diversity, Equity, Inclusion, and Access.
 - Apply knowledge, skill, and understanding of advocacy alongside complexities of ADA to spur social change and create new public policy for corporations, government agencies, and nonprofit organizations.
 - Advocacy work featured nationally in print, television, radio, and social media campaigns.
 - Named "Top Voice in Disability Advocacy" on LinkedIn in 2022.

Writer-Editor, International Patent Cooperation

- United States Patent and Trademark Office, Alexandria, VA*
- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.
 - Carefully documented over 100 pages in technical workflows and drafted style guides for education of newly hired employees.
 - Incorporated review comments and corrections into existing documentation.
 - Followed agency policies and editorial guidelines to craft thorough, well-written content.

Public and Media Relations	●●●●● Excellent
Social Media	●●●●● Excellent
Storytelling	●●●●● Excellent

2018-09 -
2022-11

Software

Adobe Photoshop	●●●●● Excellent
Audio Hijack	●●●●● Excellent
Camtasia	●●●●● Excellent
DEVONthink	●●●●● Excellent
Drupal	●●●●● Excellent
Final Cut Pro	●●●●● Excellent
JIRA	●●●●○ Very Good
Logic Pro	●●●●● Excellent
Meltwater	●●●●● Excellent
Wordpress	●●●●○ Very Good

2014-11 -
2018-09

Internal Communications Manager, Service Desk

United States Patent and Trademark Office, Alexandria, VA

- Promoted agency vision through announcements and communications reaching all 13,000 employees nationwide.
- Sought feedback from employees through surveys and questionnaires revealing 97% satisfaction with IT solutions over four-year period.
- Developed and maintained agency-first internal communication document sharing system increasing efficiency and communication.
- Planned and executed effective internal communications and engagement campaigns to educate employees about departmental initiatives.
- Recommended ways to increase employee engagement in departmental initiatives based on analysis of user data.
- Supported IT plans through development and implementation of internal and external communication strategies.

Public Affairs Specialist, Office of Communication

United States Patent and Trademark Office, Alexandria, VA

- Collaborated with speechwriting staff to draft over 30 speeches on behalf of agency leadership.
- Drafted press releases, media responses, and public service announcements.
- Managed media relations and campaigns to address public communications in crisis situations.
- Built and strengthened relationships with members of media to promote positive coverage.
- Analyzed data to assess performance of different statements, posts, and campaigns.
- Monitored and evaluated industry media coverage by managing social media platforms and contributing engaging content to range of industry publications.
- Developed brand media relations strategies that bolstered stakeholder awareness and knowledge.

2012-10 -
2020-03

Guest Lecturer

American University, Washington, D.C.

- Delivered large group lectures ranging from 25 to 40 undergraduate students.
- Facilitated discussion on importance of personal narrative and art of storytelling to enrich communication.
- Led conversation on power and influence of social media to create change through advocacy.
- Maintained engaging and interesting lectures by combining different media.
- Guided class discussions to encourage debate and feedback among students.

2013-11 -
2014-05

Corporate Communications Fellow

Hill+Knowlton Strategies, Washington, D.C.

- Increased visibility for grassroots energy coalition by ghostwriting blogs, website materials, and social media posts.
- Secured over 20 high-value placements in traditional media outlets on behalf of high-profile government organization.
- Provided strategic corporate communication counsel during crisis for prominent technology services firm.

2011-06 -
2013-11

Public Affairs Specialist

United States Department of Health and Human Services, Washington, D.C.

- Managed communication through department's four internal listservs nationwide ensuring 508 compliance.
- Drafted weekly metrics reports evaluating public impact of departmental initiatives.
- Spearheaded development of best practices for social media following cabinet-level audit.
- Composed daily reports documenting departmental media coverage.



Education

2009-08 -
2010-08

Master of Arts: Strategic Communication

American University - Washington, DC

2004-08 -
2009-05

Bachelor of Arts: English

University of Puget Sound - Tacoma, WA

- Received Washington Council of the Blind Scholarship



Accomplishments

- Named "Top Voice in Disability Advocacy" on LinkedIn in 2022



Affiliations

- **Brand Ambassador** Canine Companions for Independence



Interests

Disability Policy and Advocacy

Technology and Privacy



Publications

What Your Facebook Profile Says About Your Personality
Pearson Education · Nov 1, 2012