

M. SEAN RYAN

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EXPERIENCE

SENIOR COPYWRITER / CONTENT STRATEGIST

STREETEASY (ZILLOW GROUP)

New York, NY • 2019 — Present

Led messaging and voice across campaigns, product launches, and lifecycle marketing
Key contributor to 2025 brand refresh, evolving voice and positioning across B2C and B2B
Owned copy and narrative development for:
Experts (agent program + onboarding/GTM comms)
StreetScapes (AR feature)
Signature (premium listing product + seller narrative)
Agent Advantage GTM
StreetEasy Skylines (2026 flagship event; site, launch messaging, stakeholder alignment)
Translate complex product features and housing data into clear, consumer-friendly narratives that drive engagement

COPYWRITER & CONTENT STRATEGIST

UBER EATS

New York, NY • Nov 2018 — Aug 2019

Led B2B messaging, co-marketing, and product narratives driving partner acquisition
Developed educational materials and case studies improving conversion

FREELANCE SOCIAL VIDEO PRODUCER

BLOOMBERG

New York, NY • Feb 2018 — Jun 2018

Produced social-first video content for Facebook and Instagram

COPYWRITER

VAYNERMEDIA

New York, NY • Dec 2012 — Apr 2015

Created digital/social campaigns for Fortune 500 brands

EARLIER EXPERIENCE

LittleThings • Mediaplanet • Pro Sound Effects • HASH Magazine

EDUCATION

BA, Musicology

Minor in Western History

Bates College • 2010