

Ryan Nimmo

Copywriter

Phone: 13715006901

Email: ryannimm@gmail.com

Language: English (native), Mandarin (HSK 4/5)

Location: Shenzhen

Availability: Full-time, freelance

EXPERIENCE

EcoFlow

Content Lead | 2025 - Current

- Write, edit, and review English-language materials, including **web pages, marketing videos, social media campaigns, and product documentation**.
- Established and implemented a **company-wide copy style guide**, ensuring brand voice consistency and compliance with **content standards**.
- Partner with product, design, and marketing teams to **develop content strategies** that drive engagement and support product launches.
- Designed and deployed **custom AI tools** for brand voice consistency and accuracy, **dramatically increasing output efficiency** and reducing turnaround time.

DJI

Senior Copywriter | 2018 - 2024

- Led copywriting for high-profile DJI product launches (drones, cameras, e-bikes, LiDAR sensors, educational robotics), creating **customer-focused messaging** for global audiences.
- Directed a team of copywriters, ensuring **on-brand, error-free deliverables** and improving workflow efficiency.
- Collaborated cross-functionally with product, UX, and marketing teams to create **web copy, product names and taglines, video scripts, and launch campaigns**.
- Developed messaging frameworks that **enhanced product positioning** in competitive markets.

Mighty Media

Senior Editor | 2016 - 2018

- Produced and edited **daily lifestyle and events content** related to Shanghai.
- Consulted with clients to deliver **targeted, audience-specific content** aligned with brand tone.
- Proofread and refined editorial content to ensure clarity, accuracy, and client approval.

island6 Art Gallery

Senior Curator | 2014 - 2016

- Directed international art exhibitions in Shanghai, Beirut, Miami, Santa Fe, Hong Kong, and other locations, managing all aspects from **concept development to public relations**.
- Led an artist collective to design and deliver **immersive, multimedia art experiences** aligned with exhibition themes.
- Increased gallery visibility by promoting exhibitions via **social media, PR campaigns**, etc.

EDUCATION

Indiana University (IPFW)

BA Political Science

SKILLS & INTERESTS

Copywriting, Content Strategy, Brand Storytelling, Product Marketing, Videography (I have an FX30 I love and use DaVinci Resolve), 3D Design (Houdini, Blender), Creative Writing (3 screenplays, 1 book), Long-Distance Running, Kettlebells