

Ryan Henneboehle

Creative Director | Video Production & Communications Leader

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WORK EXPERIENCE

Panera Bread

Sr. Manager, Creative Services

2019-Present

- Directs and manages a high-performing video production team, delivering award-winning internal campaigns for an enterprise audience of 90,000+ associates
- Partners with C-suite executives, senior leaders, and operational SMEs to translate enterprise goals into targeted video communications and campaigns
- Builds a holistic vision for campaigns and messages along with internal communications and PR teams
- Directs and prioritizes team bandwidth, delivering support for company initiatives and cultural messaging
- Oversees annual creative operations budget, managing hardware/software procurement and vendor contracts

Sr. Mgr., Design and Development; Senior eLearning Developer

2010-2019

- Set creative strategy and technical direction for instructional media content; video, photography, graphic design, creative and technical writing, web design and development
- Coached team members in technical and creative video production and web development practices
- Designed and developed online learning experiences to meet the training needs of cafe associates and managers
- Coded innovative solutions to field-reported issues within the company's Learning Management System
- Received company's "Mother Bread Award" for exceeding standards of operational excellence and demonstration of company values
- Wrote, shot, edited and acted in creative video projects for online delivery

Murphy & Company

Interactive Program Manager

2008-2010

- Directed and edited video and motion graphics for web-based and digital signage marketing initiatives, matching clients' existing brand standards
- Managed, developed and executed company's video and web product lines

KPLR CW11

Associate/Web Producer

2008

- Produced stories for the station's website, including development and implementation of new and creative methods of multimedia presentation in an online environment
- Coordinated with videographers and reporters to capture compelling and timely content to accompany stories for the station's website

KOMU-TV 8 (NBC)

Producer; Technical Director

2006-2008

- Produced 5:00 PM, 6:00 PM, 10:00 PM and morning newscasts, overseeing the work of both reporters and technical crew toward a successful broadcast
- Shot and edited video news packages for live broadcast and station website
- Operated video and graphics switcher for studio cameras, created graphics and engineered live audio for broadcast

EDUCATION

University of Missouri

Bachelor's of Journalism - Broadcast Journalism; Bachelor's of Art - Philosophy

2004-2008

- Cum laude

SKILLS

- Management & Process: People Management, Jira Project Management, Vendor Management, Budget Planning
- Video & Motion: Adobe Premiere Pro, After Effects, Photoshop, Audition, Storyboarding, Color Grading, Sound Design
- Strategy & Delivery: Executive Communications, Learning & Development (L&D), Corporate Internal Communications

Awards

- Ragan's Video, Visual and Virtual Awards, 2021
- Mother Bread Award
- Golden Bread Bowl Collaboration Award