

F. Ryan Coleman-Ferebee  
Sr. Marketing Manager  
Integrated Marketing & Brand Strategy Lead  
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## Qualifications Summary

Senior Marketing & Brand Strategy Leader with 15+ years of experience driving customer acquisition and brand growth across consumer, energy, and technology sectors. Proven success managing multimillion-dollar media budgets and leading integrated marketing campaigns across broadcast, digital, and social channels. Experienced in product launches, agency leadership, and executive-level reporting to guide marketing investment decisions. Track record of delivering measurable growth across customer portfolios exceeding 500K customers.

## Areas of Expertise

Integrated Marketing Strategy | Product Marketing & Go-To-Market Strategy | Marketing Communications | Brand Positioning & Messaging | Customer Acquisition & Growth Marketing | Campaign Strategy & Execution | Media Planning & Paid Media (TV, Digital, Programmatic) | Agency & Vendor Management | Marketing Analytics & Performance Reporting | Product Launch & Market Expansion | Executive Communications | Cross-Functional Leadership

## Selected Marketing Impact

- Managed +\$3M annual marketing budget across broadcast, digital, and programmatic campaigns
- Led integrated campaigns generating 4.74M brand visits (+216% YoY)
- Supported +100K customer growth for Discount Power retail energy brand
- Generated \$366K incremental media value through strategic sponsorship placements

## Professional Experience

**Quixotry LLC** | Houston, TX | Founder & Principal Marketing Consultant | **Houston, TX** | June 2020 – Present  
Marketing strategy and brand development consultancy supporting small and mid-sized businesses across energy, technology, and professional services sectors.

- Lead brand strategy, messaging development, and integrated marketing planning for emerging businesses and growth-stage organizations.
- Advise clients on go-to-market strategy and integrated marketing execution, campaign development, and digital marketing execution across web, social, and paid media channels.
- Manage client relationships, including contract negotiation, marketing strategy presentations, and project delivery.
- Develop brand identities and marketing campaigns that align with business growth and customer acquisition objectives.

**NRG Energy, Inc.** | Houston, TX | May 2012 – March 2025

Leading North American retail energy provider serving millions of residential and commercial customers.

NRG Energy | Sr. Brand Advertising Manager – Direct Energy | Feb 2023 – March 2025

Led integrated marketing strategy and campaign execution supporting a large-scale retail energy brand in Texas' competitive deregulated energy market.

- Managed integrated omnichannel marketing campaigns supported by a +\$3M annual media and production budget.
- Directed external creative and media agencies responsible for broadcast production, digital advertising, and paid media strategy.
- Led the “Powered Together” mass campaign, generating 4.74M brand visits (+216% YoY).
- Directed marketing strategy for the Direct Energy Lubbock market launch, producing 133M impressions and 397K clicks with a 13.1% conversion rate.
- Developed creative briefs, campaign messaging, and media strategy, including DMA targeting, channel mix, and daypart planning.
- Presented campaign performance insights and marketing strategy recommendations to the leadership team.
- Managed two direct reports supporting social media and digital content initiatives.
- Expanded brand social media reach to 2.05M (+31% YoY) and impressions to 259K (+67% YoY).

NRG Energy | Sr. Marketing Manager – Cirro Energy, Discount Power | April 2022 – Jan 2023

Oversaw integrated marketing campaigns supporting two retail energy brands serving more than +350K customers across Texas.

- Supported marketing initiatives contributing to +100K customer growth for Discount Power, making it the fastest-growing NRG Texas brand.
- Managed campaigns across direct mail, digital advertising, social media, and community events.
- Led segmentation and persona research initiatives to improve targeting and marketing performance.
- Implemented enhanced marketing performance reporting and campaign tracking for regional marketing planning.
- Partnered with analytics, pricing, digital, and sales teams to align marketing strategies with customer acquisition goals.

NRG Energy | Marketing Manager, – Cirro, Green Mountain, Sun Club | Feb 2020 – March 2022

Led marketing initiatives supporting renewable energy programs and community engagement campaigns across the NRG retail energy portfolio, focusing on brand storytelling, sustainability messaging, and event-based marketing initiatives.

- Managed marketing initiatives supporting renewable energy programs and community engagement campaigns.
- Coordinated event marketing, messaging strategy, and brand storytelling for sustainability initiatives.
- Supported campaign development and cross-brand marketing programs across the NRG retail energy portfolio.

NRG Energy | Marketing Manager – Cirro Energy, Pennywise Power | Feb 2016 – Jan 2020

Led integrated marketing and media planning initiatives for multiple NRG retail energy brands, guiding campaign strategy, agency coordination, and data-driven media investment decisions to improve advertising performance and brand visibility.

- Generated \$366K in incremental media value by securing innovative, high-visibility placements, including establishing Cirro Energy as the first weather sponsor for KPRC AM News.
- Reduced agency management fees by \$275K by transitioning radio and out-of-home (OOH) media buying in-house, improving cost efficiency while maintaining campaign reach and effectiveness.
- Strengthened campaign ROI and brand performance by using analytics and market insights to guide media planning, channel strategy, and budget allocation.
- Coordinated with internal stakeholders, media vendors, and agency partners to execute integrated campaigns across broadcast, digital, and out-of-home channels.

NRG Energy | Marketing Manager – NRG Business, NRG Generation | June 2012 – Jan 2016

Led go-to-market marketing initiatives supporting NRG's commercial and industrial energy solutions, including energy services, district energy (NRG Thermal), and generation assets.

- Developed integrated campaigns designed to increase awareness, consideration, and customer acquisition across B2B markets. Developed and executed go-to-market campaigns supporting NRG Energy Services, NRG Thermal, and generation assets.

**Adecco Group North America** | Houston, TX | Apr 2009 – May 2012

IDEA Interactive | Account Executive

Delivered enterprise marketing and sales-enablement initiatives for technology and engineering clients, including HP, HPE, Mustang Engineering, and Cooper Industries, overseeing interactive product demos, microsites, SharePoint portal customization, and video content supporting product launches, sales enablement, and trade-show marketing.

**Consolidated Graphics** | Houston, TX | 2000 – 2009

Chas P. Young Printing Co. | Sales Account Executive | 2007 – 2009

Managed enterprise client relationships and sales strategy for commercial marketing production services.

CGXMedia | Project Manager | 2004 – 2007

Directed marketing production workflows and client project delivery for a SaaS print-on-demand product.

CGXMedia | Sales Director, Northeast Region | 2002 – 2004

Led regional business development and client acquisition across multiple Northeast markets.

## **Education**

Master of Business Administration (MBA) | University of Arizona Global Campus (Expected March 2026)

Bachelor of Arts (BA) Sociology | University of Virginia

## **Community Engagement**

Edison Arts Foundation | Board Member

Network of Brothers | Board Member

Big Brothers, Big Sisters | Mentor

Alpha Phi Alpha Fraternity Inc., Xi Kappa Lambda Chapter | Member