

RYAN TIPPS

CONTACT



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RYANPTIPPS@GMAIL.COM

Strategic editor and communicator with nearly 25 years across print and digital platforms

Professional summary

Creative and detail-driven writer and editor who has spent the latter part of my career growing publications through innovative content and unique audience outreach. Founded AGDAILY, one of the largest and most trusted digital agricultural media outlets nationally, managing its editorial budget, content assignments, advertising and marketing strategies, social media voice, and interdepartmental and company relations. My background includes food and agriculture, health advocacy and policy, and outdoor equipment and safety.

WORK EXPERIENCE

CARBON MEDIA GROUP

May 2016 – Present | Bingham Farms, Michigan (remote)

AGDAILY.com managing editor: Head of content creation, strategy and curation for Carbon Media Group's flagship farming and rural lifestyle website. As the founding editor, I recruit and manage all full-time and freelance content contributors, nurture the site's voice in agriculture, and lead the direction of news articles and the creation of thought-provoking stories and social media-friendly content, including videos and infographics.

Major successes include:

- » Launched AGDAILY in July 2016 — leading the design, marketing and content to create a unique news outlet for all facets of agricultural life
- » Conceptualized and executed agricultural media's only platform dedicated to diversity in farming and rural life
- » Work with major agricultural companies and influencers to advance issue- and product-driven topics in timely and engaging ways

ActionHub.com managing editor: Lead content and planning for a multi-pronged outdoor sport and lifestyle news site

Major successes include:

- » Tripled page views and newsletter subscribers since becoming editor in 2020
- » Delivered on a dynamic advertising and content campaign for outfitter REI in 2023, which was the largest client in ActionHub's decade-long history

LAKER MEDIA

March 2015 – May 2016 | Hardy, Virginia

Smith Mountain Lake magazine editor: Managed editorial content for a 20,000-circulation regional lifestyle magazine. Coordinated freelancers, directed editorial and design elements, represented the office at public functions, and managed the staff of a weekly partner newspaper.

THE ROANOKE TIMES

April 2007 – March 2015 | Roanoke, Virginia

Night news production team leader: Managed a department of as many as 15 copy editors and design editors from 2012 to 2015. Duties included maintaining quality in the newspaper, meeting daily deadlines, working with reporters on breaking news, section planning, story and layout selection, training and mentoring, and promoting collaboration.

Agriculture reporter: Wrote articles for the Sunday business section, profiling farm technology and researching and explaining evolving ag policy issues

Copy editor, page designer and travel-section editor: Edited, designed and crafted display type for all sections from 2007 onward

EDUCATION

Virginia Tech

Blacksburg, Virginia

Master of Science in

Agricultural and Life Sciences,
Class of 2014

- » Food safety concentration

Wabash College

Crawfordsville, Indiana

Bachelor of Arts, Class of 2000

- » Classical history major

College Year in Athens

Athens, Greece

Study abroad, Spring 1998

- » Classical art and archaeology

ORGANIZATION MEMBERSHIPS

The Agricultural Communicators Network

- » Member since 2016
- » Founder & Chair of the Diversity Advancement Committee

Outdoor Writers Association of America

- » Member since 2020

Virginia Farm Bureau Federation

- » Member since 2015

Phi Kappa Phi

- » Inducted to all-discipline academic honor society in 2013

Gamma Sigma Delta

- » Inducted to agriculture academic honor society in 2013

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WORK EXPERIENCE (continued)

D3FOOTBALL.COM

August 2006 – March 2015 | National publication (remote)

Senior editor: Coordinated weekly stories and website development, managed staff writers and edited during the fall season

National columnist: Covered 244 Division III collegiate teams in 2014 and 2015

News and feature reporter and photographer: Wrote general assignment articles, took photos, blogged and tweeted from 2006 to 2013

THE VIRGINIAN-PILOT

July 2004 – March 2007 | Norfolk, Virginia

Copy editor and page designer: Edited daily news and business sections

THE JOURNAL GAZETTE

May 2000 – July 2004 | Fort Wayne, Indiana

Copy editor and TV-section editor: Worked on news and features sections

Entertainment and travel writer: Contributed to features sections

RECOGNITION

The Agricultural Communicators Network

- » Awarded first place for Breaking News writing in 2024
- » Agricultural media career recognition as a Master Writer in 2023
- » Awarded first place for One-Page Advertorial writing in 2023
- » AGDAILY selected as first place for Social Media strategy in 2021 and 2022
- » On-air talent and advisor for second place award in Video Production, Publishing Division, in 2020
- » AGDAILY selected as first place for ag news website in 2019 and 2020

Outdoor Writers Association of America

- » Awarded Excellence in Craft first place for Gear/Technical Writing in 2021

American Agricultural Editors Association/Alltech

- » Received the Cultivating Young Ag Journalists Award in 2019

Livestock Publications Council

- » AGDAILY awarded first place for Publication Website in 2018

National Agri-Marketing Association

- » AGDAILY awarded first place in Region IV as Best Website Directed to Farmers, Ranchers or Growers in 2017

Virginia Farm Bureau Federation

- » First-place reporting winner in daily newspaper category for 2012
- » Primary contributor to The Roanoke Times' first-place entry in daily newspaper category in 2013 and 2014
- » Contributor to newspaper's overall best in media award in 2013

Virginia Press Association

- » First-place headline-writing winner in large-newspaper division for 2009

Columbia University

- » Lead copy editor on a multi-day series about Blackwater security company that was a 2007 Pulitzer Prize finalist for explanatory journalism

VOLUNTEER EXPERIENCE

Black Diamond Search & Rescue Marion, Virginia

- » Field Team Leader since 2011 operating under the umbrella of the Virginia Department of Emergency Management and deployed in a wide variety of wilderness and rural scenarios
- » Team's Public Information Officer since 2017
- » Voted into lifetime membership status in 2024
- » Active in wilderness search and rescue in Virginia across various volunteer teams since 2005

College Year in Athens

Boston, Massachusetts

- » Class agent and U.S. office liaison for alumni from the 1998-99 school year

Virginia United FC

Roanoke, Virginia

- » Team manager for National Premier League U11 team from fall 2023 to spring 2024

USDA's Natural Resources Conservation Service

Blue Ridge, Virginia

- » Assisted with communications and outreach about no-till and other conservation farming strategies in 2014

Big Brothers Big Sisters

Fort Wayne, Indiana

- » Mentored an underprivileged teenager from 2001-2004