

Ryan Eslami

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AI training and systems builder who turns complex AI capabilities into practical guidance, role-specific workflows, and accessible tools for nontechnical audiences.

WORK EXPERIENCE

thyssenkrupp, AI Systems & Strategy Lead, Marketing Specialist | San Diego, CA Feb. 2024 – Present

- Led cross-functional AI training supporting an enterprise rollout to 1,000+ users, translating complex capabilities into practical guidance for teams across marketing, sales, legal, warranty, technical support, IT, and global eCommerce.
- Designed role-specific training around real company workflows, helping nontechnical users apply LLMs to product, fitment, dealer, inventory, and technical-data tasks.
- Created the first native LLM interface to ACES/PIES industry data, translating complex fitment, product, inventory, and dealer context into natural-language access for business users.
- Built and deployed a production TypeScript MCP server connecting LLM clients to product, fitment, dealer, inventory, and technical data, serving thousands of queries per day globally.
- Created user-facing guides and technical documentation for production AI tools, translating system behavior and operating requirements into clear materials for business teams and enterprise IT.
- Built reusable AI-assisted workflows for SEO, Google Ads, dealer-data cleanup, business reviews, and regional GTM programs, driving up to 4x sales lift in select segments.
- Authored an Amazon/eBay marketplace enforcement framework across ~5,000 ASINs and 30-90 unauthorized sellers per listing; translated complex evidence into guidance accepted by corporate counsel without substantive changes.

Aaron Automotive Group, Transportation Team Lead | San Diego, CA Jun. 2023 – Sept. 2023

- Built and supervised a 5-person transportation and fleet logistics team, coordinating high-value vehicle movement across sales, service, customers, and inventory operations while generating \$250K+ in immediate revenue impact.

EDUCATION

University of California – San Diego, La Jolla, CA Aug. 2023 – Jun. 2026

BS in Political Science – Data Analytics, Minor in Business | GPA: 3.91, Cum Laude

LEADERSHIP

American Advertising Federation at UC San Diego (Adwave), President May 2024 – Present

- Led UC San Diego's 34-person national student advertising team across strategy, research, creative, media, production, and presentation, winning the district for the first time since its 2012 founding and advancing to the ADMERICA 2026 national finals.
- Translated 34 in-depth interviews, 500+ survey responses, 100+ secondary sources, and copy testing into the NFL "Play for More" campaign and a \$10M integrated media plan projected to deliver 1.82B impressions.
- Turned audience research on youth belonging, visibility, and wellness into a scalable creative platform unifying PLAY 60, Character Playbook, NFL FLAG, GENYOUth, and Inspire Change.
- Previously helped manage a \$75M media budget and present UCSD's AT&T campaign, which placed second at district competition and was projected to generate 10B+ impressions and 73M+ engagements.

RESEARCH

Stanford Program on International and Cross-Cultural Education, Researcher Oct. 2022 – Dec. 2022

- Conducted policy research with Dr. Tanya S. Lee on post-2012 China, synthesizing evidence on trade/IP strategy, Military-Civil Fusion, and the PLA Strategic Support Force into analysis of cyber, space, and defense competition.