

Andrew C. Reese

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EXPERIENCE

ELEMENT

Digital Marketing Specialist

January 2017 – March 2018

- Responsible for the planning, execution, and management of all marketing campaigns across digital channels, including SEO, email, social media, social advertising, and onsite optimization projects.
- Implemented a social advertising strategy utilizing retargeting ads, custom and lookalike audiences, and optimization best practices that drove 180% increase in sales from social advertising year over year.
- Constructed a retention campaign that targets and converts customers at different stages of the buyer lifecycle utilizing multiple online channels, including social media, email marketing, paid social ads and remarketing.
- Mapped, executed, and optimized complex email marketing funnels and automation sequences to nurture new leads, drive sales conversions, and increase customer retention, which resulted in a 100% increase in email revenue year over year.
- Acted as the sole brand filter for all social media posts, live activations, and influencer communications and implemented a social media strategy utilizing brand athletes and platform best practices that grew social revenue 345% year over year.

ONTRAPORT

Marketing Specialist

March 2016 – December 2016

- Served as the lead copywriter on several marketing campaigns and produced highly-targeted copy to be utilized throughout various marketing channels including online ads, landing pages, social media, and email funnels.
- Managed a group of designers, developers, videographers, and marketers as the project lead (as well as sole copywriter) to create and distribute six, enormous pieces of high-quality content to increase organic search traffic and serve as lead generation and conversion tools for the Sales and Marketing teams.
- Designed and implemented several successful SEO projects including a keyword-based content strategy, site-wide SEO revamp, link-building campaign, and page optimization strategy that improved organic visits by over 110% and organic conversions by 150% in just four months.
- Worked closely with the Marketing Director to develop advanced campaign maps, build extensive sales funnels in the company CRM, and execute large-scale marketing and online advertising campaigns.

ONTRAPORT

Content Strategist/Copywriter

June 2014 – March 2016

- Authored over 30 blog articles, hundreds of promotional emails and 10 ebooks on various marketing topics such as SEO, content marketing, ecommerce, email marketing, and landing page optimization.
- Conducted keyword research, authored, and optimized several articles that have made it to the front page of Google for highly competitive keywords.
- Gained valuable marketing copywriting experience writing clear email content and persuasive landing page copy for multiple product launches, marketing campaigns and sales funnels.
- Developed initial vision, created wireframe mockups, managed timeline and supervised a team of developers and designers to redesign the company blog, a project which boosted engagement by over 250% and lead generation by 125% due to a revamped user-experience and application of SEO best practices.

ONTRAPORT

Marketing Intern

March 2014 – June 2014

- Interpreted website analytics for content efficacy and devised new strategies to boost blog readership, customer loyalty, website engagement and brand reach.
- Worked with the Creative team to develop unique digital marketing content with the goal of boosting conversions and generating new leads.
- Conducted detailed competitive analyses of direct competitors to identify new areas of company growth and provide valuable information for the sales and marketing teams.
- Developed an extensive SEO strategy to boost blog engagement, increase organic conversions, and position the brand as a key voice for certain keywords.
- Wrote a series of video scripts for instructional content and customer testimonials.

SURFRIDER FOUNDATION, SANTA BARBARA CHAPTER

Media Manager, Executive Committee Member

August 2012 – February 2014

- Created written, visual, and video content for the organization's website, blog and social media pages.
- Collaboratively authored the chapter's monthly newsletter and managed an email list of over 30,000 subscribers.
- Represented the Santa Barbara chapter in local hearings and community events.
- Maintained the organization's WordPress website.

EDUCATION

UNIVERSITY OF CALIFORNIA, SANTA BARBARA 2010 – 2014

- Major: Bachelor of Arts in Environmental Studies
- Minor: Professional Writing – Business Marketing Communication
- Graduated with emphases in Entrepreneurship, Sustainability, & Economics.
- Wrote grant proposals for several Santa Barbara nonprofits, marketing copy for local small businesses, and a digital marketing plan for Social Venture Partners Santa Barbara, all while attending school.

AREAS OF EXPERTISE

- Digital Marketing
- SEO
- Ecommerce
- Digital Advertising
- Conversion Optimization
- Email Marketing
- Content Marketing
- A/B Testing
- Copywriting
- Lead Generation
- Content Creation
- Web/Ecommerce Analytics