

ANDREW FELDMAN

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INTRODUCTION

A passionate Internet Marketing professional, with agency and client experience in the B2B and B2C realms:

- Email marketing and automation
- Internet development and copywriting
- Graphic design/Adobe Creative Suite (Photoshop, InDesign, Dreamweaver, Illustrator)
- HTML/CSS
- CMS Content Management Systems including WordPress
- CRM Customer Relationship Management
- SQL Sales-qualified lead generation via Pardot, Salesforce, Hubspot and other software
- Traffic coordination
- Print design, catalog production

A recent recommendation from a supervising Director of Marketing reads *“A skilled persuasive copywriter with a mastery of language and an eye for detail, with an excellent grasp of email marketing and all that it entails, including the various quirks and tricks that are needed for multiple email providers. Add to that his design sensibility and hard work ethic and you have an email marketing force to be reckoned with.”*

EXPERIENCE

AAA – The Auto Club Group, Tampa, Florida

Senior Email Specialist/Digital Marketing

January 2021 – Present

- Managing email marketing production scheduling with Workfront project management software.
- Proofing, modifying, creating automation and deploying emails with Salesforce Marketing Cloud Content Builder.

ComplianceQuest, Tampa, Florida

Digital Marketing Specialist

October 2019 – December 2020

- Leveraged Pardot and Salesforce for building and deploying email campaigns for lead generation and nurturing. Responsibilities included Pardot template design, graphic design, copywriting, campaign reporting and providing strategic recommendations.

Kid Bazooka Design, Tampa, Florida

Freelance Marketing and Creative Services

October 2013 – Present

- Freelance and contract marketing, email development, copywriting, graphic design and website maintenance.

AVI-SPL/Projector People, Tampa, Florida

Email Marketing and Automation Specialist

July 2018 – April 2019

- Utilized Hubspot and Eloqua Marketing software to create SQL sales-qualified leads from prospects, as well as for event promotion. Created and launched responsive email templates and automation workflows, providing copywriting and graphics.
- Created landing pages with WordPress CMS Content Management System.

- Developed B2B and B2C emails for Projector People sub-division with Mailchimp, providing strategic direction, copywriting, graphics, A/B testing and reporting.

Replay Guitar Exchange, Tampa, Florida

Content and Email Marketing Specialist

August 2016 – May 2018

- Developed content for Shopify ecommerce website, including copywriting and photography.
- Created and maintained text library to increase internal efficiency, while implementing SEO Search Engine Optimization and Google AdWords to increase search position.
- Provided Social Media strategy and content.
- Designed and calibrated photo studio using Adobe Lightroom and Photoshop.
- Responsible for bi-weekly national email campaigns. Strategized, designed, photographed, wrote copy, built, tested and deployed email campaigns using Mailchimp and provided campaign analysis and strategic recommendations.

Roger West Creative And Code, Tampa, Florida

Traffic Coordinator, Web Content and Email Marketing Specialist

November 2014 – August 2016

- Responsibilities included traffic coordination for a digital and print agency. Scheduled and tracked projects for designers, developers, copywriters and management using ActiveCollab Project Management software, supervised weekly production meetings.
- Launched promotional campaigns for several National clients as Client Lead, providing strategic recommendations, increasing customer participation by 35%. Included website page development, HTML email creation, copywriting, graphic design, A/B testing, fulfillment and response reporting.
- Utilized Adobe Photoshop, Dreamweaver, InDesign and Illustrator. Content Management Systems employed included Umbraco, Sitefinity, WordPress, and concrete5. Email applications included ExactTarget and Marketo.

Sabbatical, Tampa, Florida

Caregiver

October 2013 – November 2014

Provided daily caregiving for end-of-life family member.

Bloomin' Brands/Outback Steakhouse National Home Office, Tampa, Florida

Marketing Webmaster, Project Coordinator, Email Marketing Manager

October 2009 – October 2013

Completed nearly 12 years of service with Bloomin' Brands, the parent corporation for Outback Steakhouse, Carrabba's Italian Grill and other restaurants.

- Marketing Project Coordinator for specialized initiatives, including Online Ordering, CRM expansion, Loyalty program development, transition to Sitefinity CMS platform, Mobile App development and Interactive Nutrition application.
- Continued as Outback's Webmaster and Email Marketing Manager, expanding the entire email operation from a single-version, quarterly newsletter into a robust, bi-weekly, multi-version program, sending out as many as twenty-five unique versions per campaign. Designed email creative in Photoshop, built HTML in Dreamweaver, deployed using the ExactTarget platform. Coordinated all content, versioning, legal, database pulls, proofing and approvals with Marketing Vice Presidents, advertising agencies, internal Local Marketing, Legal, Finance and Research departments. Created A/B version testing, drip campaigns, reported results, provided strategic recommendations. Nearly doubled customer participation as open rates increased from an average of 20% to an average of 35% and click-thru rates from an average of 10% to an average of 20%.

Bloomin' Brands/Outback Steakhouse National Home Office, Tampa, Florida

Webmaster, Email Marketing Manager, Traffic Coordinator, Social Media Specialist, SEO Specialist

September 2007 – October 2009

Continued nearly 12 years of service with Bloomin' Brands, the parent corporation for Outback Steakhouse, Carrabba's Italian Grill and other restaurants.

- Responsibilities included supervision and traffic coordination for growing Digital Marketing team, coordinating between Marketing Webmasters, Social Media interns, Creative Services department, IT, CRM, Customer Service and outside agencies. Utilized Basecamp Project Management application.
- Continued as Outback's Webmaster and Email Marketing Manager, providing site updates, reporting and strategic development.
- Built Casual Dining Industry's first mobile website, keeping Outback at the forefront of innovation. Independently researched growing need for mobile, designed and developed working prototype, receiving green-light approval to launch five minutes after initial demonstration to Marketing Vice President.
- Initiated and completed a thorough review of SEO best practices for organic search, resulting in a complete overhaul of corporate website structure, metadata and content. Organic search engine placement advanced from second and third pages to first page listings, for both system-wide content and individual location pages. Provided ongoing search engine monitoring, metadata and content updates and reporting.
- Supervised Customer Service Department with two specialists utilizing Zendesk ticketing system.
- Coordinated with Social Media Team to provide graphics and copy. Incorporated social media feeds and metadata throughout the outback.com website.

Bloomin' Brands/Outback Steakhouse National Home Office, Tampa, Florida

Marketing Coordinator, Webmaster, Graphic Designer, Email Marketing Specialist

March 2002 – September 2007

Began nearly 12 years of service with Bloomin' Brands, the parent corporation for Outback Steakhouse, Carrabba's Italian Grill and other restaurants.

- Provided graphic design and front-end, marketing-based development for multiple websites.
- As the first Digital Marketer at Bloomin' Brands, coordinated all backend development, server maintenance and hosting with the IT Department.
- Responsibilities included regular site updates, quality control, compliance with established brand standards and project requirements, monthly and promotion-based web analytics, browser and platform compatibility and troubleshooting, promotions and sweepstakes management.
- Solely responsible for managing the creation, delivery and reporting of all national email campaigns.
- Assisted Creative Services department with copywriting and proofreading.
- Utilized Photoshop, Dreamweaver, InDesign, FTP, Webtrends and Google Analytics.

Cyberscapes Interactive, Tampa, Florida

Art Director

March 2000 – October 2001

- Designed, produced and maintained websites.
- Served as project lead on several accounts, coordinating between clients, account executives, and production.
- Employed strong organization skills to develop shop standards that improved company-wide productivity.

EDUCATION

University of Florida, Gainesville, Florida - Bachelor of Arts, Marketing and Design, Graduated 1988.