



ANDREW G. ROSEN

Marketing Director & Content Strategist



PROFILE

An experienced and dynamic digital marketing strategist/publisher with substantial success in driving innovative content and brand awareness initiatives across multiple platforms. Directs cross-departmental teams to boost website traffic, sales, and engagement through content and technology.



CONTACT ME



+917 562 8649
+516 775 0215



www.drewrosen.com
drewrosen@gmail.com



Floral Park, NY 11001



TECHNOLOGIES

Analytics

Google Analytics, WebTrends, Adobe Omniture, Google Tag Manager, Tealium

CMS/Social

Spredfast, HootSuite, Sprinklr, TweetDeck, Sitecore, Wordpress, Serena Collage

Creative

Photoshop, Adobe Audition, MS Office Suite, video and audio editing

www.linkedin.com/in/andrewrosen



WORK EXPERIENCE

AAA NORTHEAST

DIRECTOR OF PUBLICATIONS AND WEB
2015 - Present

- Oversee consumer operations, marketing content initiatives and ongoing enhancements of AAA Northeast's website, which serves 15k visitors daily, yielding 48M annual page views.
- Oversight of editorial direction, calendar management, content development, production, and advertising sales of Car & Travel magazine and Horizons newspaper; a combined circulation of 3.1M.
- Conceptualized and launched AAA Today, a daily automotive, travel, food and events blog, serving the New York area. Increased organic traffic by 26%, securing 200k users a month, hundreds of high-value SEO keywords and viral success across social channels.
- Manage a team of 27 full-time employees, including writers, editors, designers and analysts, as well as several part-time, freelance employees.
- Administer an annual budget of \$9M.

AAA NEW YORK

DIRECTOR OF PUBLIC INFORMATION
2013 - 2015

- Utilized a variety of media and technology channels to increase member retention, digital engagement and revenue growth.
- Oversaw operation, content and continuing enhancements of AAA New York's website, contributing to \$28M in sales in 2015 (4% growth) and \$27M in 2014 (13% growth).
- Served as executive editor of Car & Travel, a print publication with a circulation of 947,000. Carried responsibility to manage all editorial content and to lead all sales initiatives.
- Administered the organization's media relations strategy across multiple digital and print channels.
- Managed staff of 13 full-time, onsite employees; managed part-time and freelance employees.

AAA NEW YORK

MANAGER OF INTERNET SERVICES
2006 - 2012

- Formulated and executed the content strategy, playing an instrumental role in boosting online sales by \$10 million, with a 20% increase in online renewals.
- Established and enforced AAA brand standards and style guide across over 2,000 web pages with 13M page views annually.
- Served as editor of 12 e-newsletters delivered to 2.5M subscribers per month.
- Posted 10-20 Search Engine Optimization (SEO) stories and 'hot topic' articles monthly, successfully boosted site visits by 30% and converted online readership from one-time visitors to frequent browsers.



ANDREW G. ROSEN

Marketing Director & Content Strategist



PROFILE

An experienced and dynamic digital marketing strategist/publisher with substantial success in driving innovative content and brand awareness initiatives across multiple platforms. Directs cross-departmental teams to boost website traffic, sales, and engagement through content and technology.



CONTACT ME



+917 562 8649
+516 775 0215



www.drewrosen.com
drewrosen@gmail.com



Floral Park, NY 11001



TECHNOLOGIES

Analytics

Google Analytics, WebTrends, Adobe Omniture, Google Tag Manager, Tealium

CMS/Social

Spredfast, HootSuite, Sprinklr, TweetDeck, Sitecore, Wordpress, Serena Collage

Creative

Photoshop, Adobe Audition, MS Office Suite, video and audio editing



WORK EXPERIENCE

FOXNEWS.COM

SUPERVISING WEB PRODUCER
2004 - 2006

- Produced 40 streamlining bios to showcase the human element of on-air personalities, set up and edited audio blogs recorded from the field and moderated text blogs.
- Under a tight deadline, created daily email for members of the FOX Fan Club.
- Created 'Fox Fan Fun,' an interactive portal of games, trivia and quizzes in order to increase the 'stickiness' of the website; devised iMag, a video zine sponsored by Ford that covered lifestyle issues; produced daily 60-second video teasers for the website.

MTV NETWORKS

PRODUCTION MANAGER
2001 - 2004

- Wrote and produced six hours of daily radio content including original shows and repackaged VH1 favorites such as "Behind the Music" and "Storytellers."
- Held interviews with and engineered performances for artists Coldplay, Lee Ann Womack, David Gray, Goo Goo Dolls, Rusted Root and dozens more.

JOBACLE.COM

FOUNDER AND MANAGING EDITOR
2005 - Present

- Launched career development blog that serves over 50k page views per month, securing over 2M podcast downloads.
- Featured in The Washington Post, Fast Company, Chicago Sun-Times, Reuters, NBC, Forbes, Gawker, SIRIUS Radio, BBC Radio 4, Yahoo! and on dozens of major blogs.



EDUCATION

CORNELL UNIVERSITY

JOHNSON GRADUATE SCHOOL OF MANAGEMENT
Marketing Strategy Certificate (June 2016)

QUEENS COLLEGE

BACHELOR OF ARTS, MEDIA STUDIES
Concentration in Journalism



CORE COMPETENCIES

- Strategic Planning
- Web Analytics & Reporting
- Editorial Leadership
- Search Engine Marketing
- Content Development
- Stakeholder Engagement
- Project Management
- Social Media Marketing