

# Andrew G. Rosen

Floral Park, NY 11001

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## PROFESSIONAL SUMMARY

Creative marketer with extensive experience leading content campaigns from strategy to execution.

Director of Content Strategy - Marketing Manager - Publisher Blogging - Podcasting – Writing Editing - Social Media Strategy - Digital and Print Publishing

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## EMPLOYMENT HISTORY

**MANAGING DIRECTOR OF PUBLICATIONS AND WEB, AAA NORTHEAST** 2018 - Present

*Innovative membership organization providing automotive, travel and financial services to 5.7 million members across six states.*

- Manage the Your AAA Network, a digital audience development system that attracts new visitors, gains them as email subscribers, engages them with content, and ultimately monetizes by converting people into paying customers. In 2018, over 4.7M pageviews, 1.5M sessions and an impressive 3% bounce rate.
- Oversee daily content emails supporting the system, including partner sponsored emails, to an opt-in group of 270K, achieving an average open rate of 45%, click-through-rate of 2.5% and over \$500K in advertiser revenue.
- Make data-driven decisions to strategize optimal editorial, production, and sales approaches for Your AAA, a monthly newspaper with a circulation of 2.7M.
- Responsible for the management and development of Connections, a monthly, 16-page internal company newsletter that supports corporate initiatives and bolsters social responsibility strategies.

**DIRECTOR OF PUBLICATIONS AND WEB, AAA NORTHEAST** 2015 – 2017

- Improved consumer operations, marketing content initiatives and ongoing enhancements of AAA Northeast's website, which serves 15K visitors daily, yielding 48M annual page views.
- Expanded editorial direction, calendar management, content development, production, and advertising sales of Car & Travel magazine and Horizons newspaper; a combined circulation of 3.1M.
- Introduced 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 and freelance employees.

**DIRECTOR OF PUBLIC INFORMATION, AAA NEW YORK** 2013 – 2015

- 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 947K. 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.

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## **MANAGER OF INTERNET SERVICES, AAA NEW YORK**

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.

## **SUPERVISING WEB PRODUCER, FOXNEWS.COM**

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 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.

## **PRODUCTION MANAGER, MTV NETWORKS**

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.

## **EDUCATION**

Bachelor of Arts, Media Studies, Queens College

Certificate, Marketing Strategy, Johnson Graduate School of Management, 2016

Completed Harvard ManageMentor programs: Change Management; Time Management; Customer Service, 2017

## **TECHNOLOGY**

**Analytics:** Google 360; WebTrends; Adobe Analytics; Tealium

**CMS/Social:** Spredfast; HootSuite; Sprinklr; TweetDeck; Sitecore; Wordpress; Serena Collage

**Creative:** Photoshop; Adobe Audition; Office 365; video and audio editing

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