

Andrew G. Rosen

Floral Park, NY 11001

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PROFESSIONAL SUMMARY

Develop, plan, execute, measure, report, and analyze the impact of content and brand marketing strategies and campaigns that are designed to increase customer/reader retention, generate leads, and produce positive ROI across multiple channels.

Content Strategy - Branding - Marketing - Publisher Blogging - Podcasting - Writing
Editing - Social Media Strategy - Digital and Print Publishing - Author

EMPLOYMENT HISTORY

VICE PRESIDENT OF CONTENT & BRAND MARKETING, AAA NORTHEAST 2018 – Present

Innovative membership organization providing automotive, travel and financial services to 5.7 million members across six states. Currently manage a team of 21 writers, designers, project managers and marketers.

- 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 10.5M pageviews, 3.5M sessions and a 2% bounce rate.
- Oversee daily content emails supporting the system, including partner sponsored emails, to an opt-in group of 500K, achieving an average open rate of 40%, click-through-rate of 2.5% and over \$800K in sponsored content and advertiser revenue.
- Grew SEO to capture over 1,000 first-page Google results for business-related keywords.
- Make data-driven decisions to strategize optimal editorial, production, and sales approaches for Your AAA, a print magazine with a circulation of 2.5M; leverage agile marketing to launch campaigns.
- Responsible for the management and development of Connections, a monthly, 16-page internal company newsletter that supports corporate initiatives and bolsters social responsibility strategies.

MANAGING DIRECTOR OF PUBLICATIONS AND WEB, AAA NORTHEAST 2015 – 2018

- Improved consumer operations, marketing content initiatives and ongoing enhancements of AAA Northeast's website, serving over 15K visitors daily, yielding 48M annual pageviews.
- Led 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.

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.

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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 pageviews annually.
- Served as editor of 12 e-newsletters delivered to 2.5M subscribers per month.

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, Indigo Girls and dozens more.

EDUCATION

Bachelor of Arts, Media Studies, Queens College

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

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

TECHNOLOGY/OTHER

Analytics: Google; WebTrends; Adobe; Tealium

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

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

Owner: Career advice blog Jobacle.com, 2005 - Present

Author: Children's picture book, *Bobby, Get a Hobby!*, 2018

Award: *Best Product Launch/Relaunch Success from the Specialized Information Publishers Association, 2018*

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