

Andrew G. Rosen

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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, drive brand awareness 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, BRAND & CONTENT MARKETING, AAA NORTHEAST 09/2018 – Present

Innovative membership organization providing automotive, travel and financial services to 6.1 million members across six states. Currently manage a team of 24 writers, designers, project managers and marketers.

- Oversee 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 2020, over 13M pageviews, 5M sessions and a low 2% bounce rate.
- Manage daily content emails, including partner sponsored emails, to an opt-in audience of 1M, achieving an average open rate of 30%, click-through-rate of 2.5% and over \$1M in advertiser revenue.
- Continually grow SEO to capture over 7K 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 2.1M; leverage agile marketing to launch campaigns.
- Set the organization's social media strategy, yielding 18% year-over-year growth across Facebook, Instagram, Twitter and LinkedIn; reduced social care response time by half.
- In 2020, launched a new social advocacy program, mobilizing hundreds of employees to market our brand, resulting in over \$200K in earned media value; 18K shares.
- 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 1/2013 – 09/2018

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

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MANAGER OF INTERNET SERVICES, AAA NEW YORK

04/2006 – 01/2013

- 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

03/2004 – 04/2006

- Produced daily email for members of the FOX Fan Club, including creating video, audio and text content.
- 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

07/2001 – 01/2004

- 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: Diversity (2020); Change Management; Time Management; Customer Focus (2017)

TECHNOLOGY/AWARDS

Analytics: Google; Adobe; WebTrends; Tealium

CMS/Social: Khoros; HootSuite; Sprinklr; TweetDeck; Sitecore; Wordpress; Contently

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

Awards: MarCom: Email Strategy Gold Award (Oct. 2020); Content Marketing Institute: Native

Advertising/Sponsored Content (Sept. 2020); USPS Next Gen Campaign (June 2020); FOLIO: Digital Awards Finalist (2019); Best Product Launch/Relaunch Success from the Specialized Information Publishers Association (2018)