

# ANDREW G. ROSEN

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## CANDIDATE FOR HEAD OF CONTENT | CHIEF CONTENT OFFICER

**Insight-driven, multi-faceted, data-informed** professional with a proven track record of successfully engineering holistic, 360-degree digital marketing and content development strategies rooted in the science and art of storytelling to deliver a differentiated customer experience, achieve key client acquisition goals, and optimize the brand experience across multiple touchpoints.

- ✓ **Leads with drive and purpose;** aligns teams toward common goals and tactical priorities using a top-down servant leadership approach. Continually challenges and inspires team members to rise to their professional potential.
- ✓ **Time-tested strategist, growth catalyst, and content development SME;** recognized with multiple awards for developing a pipeline of evergreen content, breaking down barriers to team performance, building authentic connections with the target audience, and cultivating strong brand loyalty.
- ✓ **Natural instinct for covering newsworthy subjects;** able to rapidly pivot the content strategy based on real-world scenarios, emerging trends, and evolving stories.

### Areas of Strength:

- ✓ Strategic Planning & Execution
- ✓ Content Strategy & Development
- ✓ Revenue Generation
- ✓ Multi-Channel Marketing
- ✓ Search Engine Optimization
- ✓ Social Media Marketing
- ✓ Audience Engagement
- ✓ Data Analytics
- ✓ Team Leadership & Development
- ✓ Skilled Writer & Editor

"Andrew was a great asset to our marketing team. He was the best decision I made in terms of planning content for our inbound marketing strategy. He would deliver on time EVERY time, was incredibly professional, and able to take limited information and turn it into brilliant, shareable content. I recommend him to any business or agency. I really can't say it enough; working with Andrew was easy, seamless, and consistent quality content."

~ Leah F., 40 Under 40 Winner

## PROFESSIONAL EXPERIENCE

### AAA NORTHEAST

#### **Vice President, Brand & Content Marketing**

**2018 to Present**

Provide leadership, oversight, and strategic direction for 25 geographically dispersed marketing professionals, multiple third-party agencies, and a team of freelancers to develop a pipeline of digital content that enhances brand and product awareness, maximizes customer retention and conversions, fosters brand loyalty, and positions AAA Northeast as an authoritative thought leader in the automotive, travel, insurance, financial, and lifestyle verticals.

#### **Select Contributions:**

- Manage, develop, and scale 'Your AAA Network', a consolidated resource of timeless digital content, AAA Northeast services, and region-specific information; drove sustained increases in site visitors, email subscribers, and customer conversions with 14M page views and 6M sessions annually.
- Develop a cadence of daily emails, including partner sponsored emails, for an opt-in audience of 1.5M; routinely average 30% open rates, 2.5% CTR, and \$1MM+ in advertiser revenue.
- Own the organization's SEO activities (representing 22% of all web traffic); optimized the strategy to capture 7K+ first-page Google results for branded and non-branded keywords.
- Manage an in-house agency accountable for developing, designing, and authoring all business line collateral.
- Set the creative and editorial direction for AAA, a print magazine with a circulation of 2.1M; leverage data-informed sales and marketing strategies to maximize the magazine's reach and impact.
- Cultivate high-touch relationships with third-party agencies; collaborate on copywriting, video production, public relations, crisis management, and event planning activities.
- Accelerated the transition to digital marketing platforms over a 5-year period, reducing print marketing materials and facilitating a 79% reduction in marketing spend.

- Shape the vision and direction of AAA Northeast’s social media strategy; achieved 18% YoY growth across all platforms (Facebook, Instagram, Twitter, and LinkedIn).
- Launched a social advocacy program in 2020; creatively mobilized existing AAA employees to participate in brand marketing efforts, resulting in \$200K in earned media value, \$150K in annual revenue, and 18K social media shares.
- Developed a brand book with clear guidelines to ensure consistency in all marketing, advertising, and brand collateral.
- Planned and launched the Amazon Associates Affiliate Program; successfully created a \$15K+ passive annual revenue stream.
- Recognized with the IHAF Award (2022) and the Telly Award: Silver Winner (2021) for outstanding contributions to campaign performance and content creativity.
- Built mentor-mentee relationships with high-potential talent; enabled multiple direct reports to promote to progressively senior positions.
- Drove the development and launch of ‘Connections,’ a monthly internal newsletter to promote corporate activities, engage employees, and generate buy-in for social responsibility initiatives.

### **AAA NORTHEAST**

#### ***Managing Director of Publications and Web***

**2013 to 2018**

Partnered with cross-functional development and technical teams to manage, develop, and maintain the AAA Northeast website. Set the editorial tone and strategy of the print publication; developed compelling content to engage audiences, scale readership figures, and accelerate revenue growth.

#### ***Select Contributions:***

- Provided leadership for a 12-person team; recognized with multiple design and editorial awards over tenure.
- Modernized the print publication, transitioning from a broadsheet newspaper to a glossy magazine to generate over \$1MM in travel advertising revenue.
- Managed and administered an \$8-9MM annual budget; ensured resources were allocated where they are most effective.
- Led a suite of multimedia projects, including videos and podcasts for YouTube and the AAA Northeast website.
- Launched the division’s first ever daily blog, paving the way for the transition to a fully digital marketing and content strategy.
- Spearheaded mission-critical initiatives to optimize the customer journey and funnel; facilitated 15K+ daily website visitors and 48M+ annual page views.
- Managed the editorial direction, calendar, content, production, and advertising sales of Car & Travel Magazine as well as Horizons newspaper (with a combined circulation of 3.1M).
- Launched AAA Today, a daily automotive, travel, food, and events blog serving the New York area; increased organic traffic by 26% and scaled to 200K+ users per month.

### **AAA NEW YORK**

#### ***Manager of Internet Services***

**2006 to 2013**

Managed, maintained, and edited the AAA New York website. Led a team of 3 FTEs to handle and resolve customer issues. Served as editor of 12 e-newsletters and delivered 2.5M+ subscribers per month. Designed an integrated content strategy that facilitated sales of \$10MM+ in parallel with a 20% increase in online renewals. Developed and enforced AAA brand standards and style guides across 2K+ web pages with 13M+ annual page views.

#### **EARLY CAREER:**

**FOXNews.com • Supervising Web Producer (2004 – 2006):** Produced daily emails for FOX Fan Club members, including: video, audio, and text-based content. Produced daily 60-second video teasers and developed iMag, a video magazine that covers lifestyle issues.

**MTV Networks • Production Manager (2001 – 2004):** Authored and produced six hours of radio content on a daily basis including original shows and repackaged VH1 favorites such as “Behind the Music” and “Storytellers.”

### **EDUCATION AND COMPETENCIES**

**Queens College, Bachelor of Arts (BA), Media Studies**

**Certificates & Professional Development:** Certificate, Marketing Strategy (Cornell) | Diversity, Change Management, Time Management, Customer Focus (Harvard ManageMentor Programs) | Certified Mindfulness Instructor

**Technical Skills:** Wordpress, SEMRush, Google Analytics, Google Search Console, Adobe Creative Cloud, Adobe Asset Manager and Brand Portal, Adobe Analytics, Contently, Khoros, Sprinklr, Hootsuite, Sharepoint, Meltwater, Jasper AI, MS Office 365