

Andrew G. Rosen

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EXECUTIVE SUMMARY

Strategic content and brand marketing leader driving business growth, revenue generation, and measurable ROI across multiple channels. Expert at transforming content initiatives into tangible business outcomes, generating qualified leads, and creating new revenue streams while optimizing marketing spend. Track record of building high-performing teams that consistently exceed performance targets and strengthen market position.

Content Strategy and Monetization – Brand Development – Digital Marketing – Lead Generation – Marketing ROI
Business Analytics – Podcasting – Writer – Cross-Platform Campaigns – Social Media Strategy

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. I currently manage a team of 27 writers, designers, project managers and marketers.

- Transform the Your AAA Network into a revenue-generating business development system that delivers over \$100K in monthly business line revenue while achieving impressive annual engagement metrics (14M pageviews, 6M sessions, 2% bounce rate)
- Led organization-wide digital transformation initiative, transitioning from 90% print-based marketing to 85% digital-first approach over 20 months, resulting in 82% reduction in marketing costs while increasing customer engagement by 37%.
- Monetize digital content through strategic email marketing to 1.7M subscribers (49% open rate, 2.5% CTR), generating over \$1M in advertising revenue while capturing hundreds of qualified leads weekly
- Optimize SEO strategy resulting in 8K+ first-page Google rankings for business-related keywords, saving hundreds of thousands in paid search expenses while maintaining high-quality traffic
- Accelerate social media growth across platforms: TikTok (100% month-over-month), Instagram (7% monthly), LinkedIn (650% YOY engagement); reduce response time by half
- Create and executive produce the multi-award-winning Merging Into Life podcast, expanding brand reach while reinforcing AAA's value proposition to younger demographics
- Lead employee advocacy program mobilizing hundreds of staff as brand ambassadors, generating \$200K+ in earned media value and 18K social shares; oversee brand stewardship

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)

TECHNICAL PROFICIENCIES & AWARDS

Analytics: Google; Adobe; WebTrends

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

Creative: Adobe Creative Cloud; Office 365; video and audio editing

Awards: AVA Digital Award: Platinum Award for the Merging Into Life podcast (Jan. 2025); MarCom Award: Gold for podcast; Signal Award: Silver for podcast; Telly Award: Silver Winner, Campaign; Telly Award: Branded Content (June 2021); 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)