

# Andrew G. Rosen

Floral Park, NY 11001

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## EXECUTIVE SUMMARY

Strategic content and brand marketing leader driving business growth and measurable ROI across multiple channels through effective, compliant strategies. Expert at transforming initiatives into revenue streams and qualified leads through strategic budget management and optimized marketing spend. Track record of building high-performing teams that 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

## PROFESSIONAL EXPERIENCE

### VICE PRESIDENT, BRAND & CONTENT MARKETING, AAA NORTHEAST

09/2018 – Present

*Innovative membership organization providing automotive, travel and financial services to 7 million members across six states. I currently manage a team of 27 writers, designers, project managers and marketers.*

- Transform Your AAA Network into a \$100K/month revenue-generating demand generation system with 14M annual pageviews, 6M sessions, and a 2% bounce rate
- Lead digital transformation and funnel optimization, shifting 90% print-based marketing to an 85% digital-first strategy, reducing marketing costs by 82% and increasing engagement by 37%
- Monetize digital content through targeted email marketing to 1.9M subscribers (49% open rate, 2.5% CTR), generating \$1M+ in ad revenue and capturing hundreds of qualified leads weekly
- Optimize SEO strategy to achieve 8K+ first-page keyword rankings on Google, saving hundreds of thousands in paid search expenses while sustaining high-quality traffic
- Accelerate social media growth: TikTok (100% MoM), Instagram (7% monthly), LinkedIn (650% YOY); reduce customer response time by 50%
- Create and executive produce the multi-award-winning Merging Into Life podcast, expanding brand reach and deepening engagement with younger demographics
- Lead employee advocacy program activating hundreds of internal brand ambassadors, generating \$200K+ in earned media value and 18K social shares

### 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

Professional Certificate in Strategic Management, The Wharton School, University of Pennsylvania

Completed Harvard ManageMentor programs: Diversity; Change Management; Time Management; Customer Focus

## TECHNICAL SKILLS | AWARDS & HONORS

**Content Analytics:** Google; Adobe; WebTrends; SEMRush

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

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

**Awards:** Hermes Creative Gold Award for podcasting (Apr. 2025); 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)