Andrew S. Miller

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Professional Summary

Accomplished Marketing Leader offering diverse expertise in developing and implementing automated strategies for D2C, B2C & B2B technology marketing, CPG, durable medical equipment and various startup environments. Skilled in strategic creative marketing, data-driven decision making, keen knowledge of emerging trends such as AI, and adept at leading highly effective teams. Committed to continuous experimentation and achieving aggressive growth targets aimed to differentiate in a challenging marketplace.

Skills

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| * Data Analytics - Consumer/Market | * Experienced Project Manager | * Brand Manager & Police |
| * Marketing Communication Strategies | * Excellent Thinker & Problem-Solving | * Marketing Automation |
| * SEO/SEM & Conversion Rate Optimization | * Multichannel Campaign Orchestration & Automation | * Cross Collaborative Design & Implementation |
| * Detailed Oriented | * Business Focused | * Set Clear SMART Metrics & KPIs |

Work Experience

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| **Marketing Lead, Consultative Head of Marketing** My Big Dream, New Bern, NC | June 2022 - Current |

Served as a brand consultant involved in CRO to drive donations and demand for hand-crafted goods company.

* Developed consumer-facing communications to build brand, collateral, and website services
* Managed cross-functional collaboration to create customer-facing solutions
* Planned, organized, and managed strategy for the initiatives to creatively market products
* Utilized innovative storytelling, AI creation, and multimedia creation to drive traffic
* Analyzed marketing content, SEO efforts, and website events using Google Analytics 4 (GA4)
* Advised on demand generation through social media ads, Google Ads, email marketing, and SMS communications
* Devised and executed integrated strategies and campaigns that increased awareness

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| **Marketing Director** The Landmark Group Inc, Valley Cottage, NY | February 2018 - May 2022 |

Decisive marketing leader hired to reposition durable medical equipment brands for a world-class manufacturing organization selling B2B and D2C.

* Championed communications through email, social, intranet and SMS to inform B2B customers
* Exceptional cross-functional leadership focused on a brand redesign across channels and products that entailed:

           -  Developed automation system as a way of communicating with B2B and D2C leads

           -  Redesigned and wrote content to company websites utilizing CMS

           -  Defined the KPI metrics to set clear expectations/goals for the team

           -  Implemented an effective marketing communications plan across multiple channels

* Motivated 3 marketers to think outside the box, built solutions, used emerging technologies that resulted in 300% growth
* Used competitive insights to dramatically increase digital organic traffic by 300% YOY through SEO best practices and SEMRush tools
* Ran paid social campaign on Facebook resulting in .21 cents per landing page visit for a projected revenue of $3500 per lead
* Experienced managing CRM, building, and scaling a durable medical equipment consumer brand nationally reaching $31.5 million in sales in 2021

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| **Marketing Communications Manager** Bulbrite Industries Inc, Moonachie, NJ | October 2015 - February 2018 |

Brought in to create, integrate, and manage budget for the company's marketing communication plan for both customers and consumers, boosting customer reach.

* Led a highly successful team that redesigned the brand and relaunch www.Bulbrite.com integrated APIs to communicate with the ERP system, SAP One
* Evaluated research and adjusted marketing strategy to meet changing market and competitive conditions while keeping abreast of trends and competitor's products, services, marketing, and online presence
* Implemented a new CRM system (HubSpot) to communicate with dealers and customers
* Responsible for maximizing product presentation through enhanced print/social media, strengthening tradeshow presence, and improved brand recognition/presentation
* Worked closely with many internal teams and external partners, performance marketing and creative agencies
* People (4) management experience, proven ability to develop marketers and work with diverse skill sets

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| **Marketing Manager**  EyeClick Inc, Armonk, NY | June 2013 - October 2015 |

Led the scope of product marketing for EyeClick products (a SaaS company).

* Managed CRM – Salesforce and created shortcuts for reporting
* Developed a subscription marketing plan and execution
* Executed SaaS and application development
* Established consistent brand format and presentation through managing all communication
* Improved advertising efforts through developing all advertising creation and placement
* Ensured client's and the team's marketing needs were met through closely collaborating with the Sales and Support team
* Ideated and designed EyeClick's tradeshows and events (IAPPA, Burger King, and McDonald’s shows)
* Managed website content, PPC, Facebook Ads, datasheets, brochures, catalogs, press releases, videos, and photography
* Onboarded HubSpot Email Marketing with Salesforce, which included light coding of HTML

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| **Operations and Marketing Support**  Center for the Army Profession and Ethic (CAPE), West Point, NY | September 2011 - June 2013 |

Managed marketing communication efforts for the Army Profession Campaign, America's Army – Profession Education and Training Program, Master Army Profession Ethics Trainer, and Army Profession Seminars.

* Designed service presentations by filming personal stories of soldiers and their experiences
* Organized educational shows across the world to boost awareness and position the Army Profession favorably
* Ongoing support of key marketing campaigns

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| **Marketing and Business Development**   The Andrus Group, Southport, NC | June 2005 – September 2011 |

Met with business leaders to support their business growth, primarily by fulfilling all of their marketing and branding needs (web, print, TV, Radio, Social and more).

* Built the agency from the ground up resulting in over 9 employees

Education

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| Bachelor of Arts Degree: Liberal Arts, Graphic Design and Sculpture - Messiah College, Grantham, PA |

Certifications

HubSpot Inbound Marketing – 2022

HubSpot Administrator 2015 – 2022