

Andrew Crimer

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Digital + Content Marketing Management / Editorial / Video, Audio + Web Production

WORK

Blank Slate Factory
Product Marketing
Manager
01/2016 to present

- + Lead marketing strategy for user acquisition, new and expanding business, and customer success related to all Brownstoner.com products, including development and introduction of new products for all audiences (B2B and B2C).
- + Produce all copy, emails, and notifications for Brownstoner.com, including building and optimizing landing pages.
- + Develop, implement, and own all marketing and UX analytics efforts.
- + Overhaul, automate, and scale existing business and customer nurturing practices (resulting in 2-3x increase in leads to advertisers through Services product), and contribute to sales strategy and churn reduction efforts.
- + Oversee social media marketing coordinator and develop social media marketing strategy.
- + Produce sales and marketing collateral, including video/audio production, web, graphics, and written content marketing.

Kindling, Inc.
Marketing Manager
09/2014 to 12/2015

- + Ownership of all marketing efforts and channels, including both direct and automated email, social media accounts, copywriting and editing, strategy, advertising, and content production for blog/graphics/video, resulting in 200% increase in overall conversion rate across ten months.
- + Plan, storyboard, script, perform audio engineering for, and complete post-production of live interview videos, live demo videos, and customer case study videos, plus complete production from storyboard to final cut of animated video.
- + Conceive and oversee content marketing strategy, acting as contributor and editor-in-chief, as well as managing blog publishing schedule, promotion, email newsletter production and execution, and facilitating cross-team contributions.
- + Contribute to company/product marketing website redesign project, including leading analytics-driven UX design and owning marketing needs: SEO, all copy, conversion optimization, and nurturing strategy.
- + Act as release manager for website under continuous delivery.
- + Manage Hubspot, Salesforce.com, and Mailchimp software accounts and integrations.
- + Generate and maintain various purpose-built email lists by reconciling third-party CRMs with bespoke internal software.

Winkleman Co.
Writer and Social
Media Strategist
10/2012 to 08/2014

- + Developed, researched, and placed content-rich, engaging pieces and social media campaigns for clients in all relevant outlets, from blogs and internal media to national newspapers.
- + Researched and created media and blog lists for outreach, pitching, and placement.
- + Implemented and oversaw summer internship program from recruitment to debrief, ensuring an educational, positive and useful experience for all involved.
- + Created company blog with custom php and CSS and maintained both content and SEO.

Freelance Work
Writer + Web Design
10/2011 to present

- + Create graphic design work, written work, branding collateral, and websites (HTML/CSS/JQuery/WordPress) to fit and exceed clients' needs and expectations.
- + Assist clients in launching and advertising new websites, provide training documents, and offer ongoing support to websites post-launch.

Smarterer
Marketing Assistant
04/2012 to 09/2012

- + Generated written and infographic content, building brand awareness via shareable value.
- + Supported marketing initiatives from brainstorm to execution, from B2B to guerilla efforts, including key metrics, analytics, paid search campaigns, and email outreach.
- + Piloted ebook content marketing program, including writing, design, layout and publishing.

EDUCATION

Connecticut College
Bachelor of Arts: English with Film Studies minor
Conferred 05/2011
New London, Connecticut

Commonwealth Honors College at UMass Amherst
English and Film
09/2007 to 05/2008
Amherst, Massachusetts

SKILLS

Software: Adobe Creative Cloud (Audition, Illustrator, InDesign, Photoshop, Premiere) · FinalCut · ProTools · Logic Pro X
MailChimp · Salesforce · Hubspot · Google Adwords
Google Analytics · Excel · Github · Mixpanel · Intercom

Code: HTML · CSS · JavaScript · JQuery · Coffeescript · Git
WordPress · Metalsmith · PHP · Node.js

Techniques: Content Marketing · Email Marketing · CPC · SEO · SEM
Marketing Automation · Analytics for UX and Marketing
Social Media Strategy · Community Management · Video
and Audio Production/Post-Production · PR

SERVICE & LEADERSHIP

Student Activities Council
Concert Chair

- + Organized, booked, executed, and promoted both a weekly concert series (\$18,500 budget), increasing average weekly attendance from 10 people to 60 through rebranding and social media avenues, and a school-wide year-end concert (\$30,000 budget).

MOBROC
President and PR

- + Planned and ran monthly band showcases, including negotiating with venues and publicizing events through social media (Facebook, Tumblr, Twitter) and fliers.

The College Voice
Staff Writer

- + Pitched, researched, and wrote local news, opinions, and arts articles.
- + Edited other writers' articles for content, layout and substance

Roth Writing Center
Writing Tutor

- + Workshopped writing for students across all majors to improve coherency and competence.

ConnColl OVCS
Magnet School Tutor

- + Tutored local magnet students in AP Biology, Chemistry, Algebra I & II, and Geometry.