

Andrew Reed

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Experience

- Jun 2022-Present **Senior Marketing Specialist – Private Bank:** PNC Bank, Birmingham, AL
- Created omni-channel marketing efforts for ultra-high-net-worth clients that encompassed email, direct mail, online banking, newsletters, and native advertising
 - Managed relationships and priorities with different internal and external vendors resulting in streamlined and efficient processes to benefit both teams
 - Harnessed and presented actionable insights from collected data to increase the click through rate for multiple email campaigns by 5% over 6 months
 - Led a cross channel campaign that saw above average interactions and led directly to multiple account openings and new relationships
 - Developed multiple ways to track and report data on past and present campaigns and set up regular reporting meetings and distributions to enhance the team’s historic data usage
- Feb 2021-Jun 2022 **Broker Dealer Marketing Manager:** StoneX Inc., Birmingham, AL
- Built, promoted, and curated a content hub website for 850+ active users that promoted new products and hosted a library of video content and forms needed for users to conduct business
 - Managed content calendar for social, email, and other channels for the largest subsidiary
 - Raised weekly engagement for internal webinars by 21% within a year through pointed email campaigns and new ideas that revolutionized what was already present
 - Enacted a go-to-market plan for a new venture that included a branding and email campaign
- Mar 2018-Jun 2022 **Founder/CEO:** Reed Media Consulting, LLC, Birmingham, AL
- Created and designed digital media personalities for four businesses in the financial sector to help retain and inform advisors and clients
 - Launched a LinkedIn and email campaign to engage new talent and increased the reach of the company’s digital media footprint by 250%
 - Created an internal email marketing program to engage client’s employees while working from home with a 60% average engagement rate for emails and events
 - Produced and promoted three podcasts to an average 17% adoption rate
- May 2017-Feb 2018 **Digital Marketing Specialist:** StrategyWise, Birmingham, AL
- Created and designed marketing pieces for three Fortune 500 companies; responsible for tracking the reach, mailing lists, and open rates
 - Researched and developed internal social media marketing strategy, complete with branding style, content and scheduled calendar
 - Designed and developed a startup within the company’s incubator, including a marketing plan and beta testing, resulting in two Fortune 500 clients and over 50 users

Education

- Dec 2021 **Master’s in Business Administration**, University of Alabama at Birmingham
Business Research Certificate, Project Management Certificate
- May 2017 **Bachelor of Science:** C&BA, The University of Alabama, Tuscaloosa AL
Major: Marketing, Psychology

Skills

Marketing Analytics	Adobe Suite	Soft Skills	Competencies
Email Marketing	Illustrator	Communication	Salesforce
Direct Mail Marketing	Photoshop	Leadership	Content Mgmt
Native Advertising	Microsoft Suite	Relationship Building	Copywriting
Data Reporting and Visualization		Team Building	Copy editing