



ANDREW REED

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reedmediaconsulting.com

EDUCATION

Dec 2021 – Master of Business Administration (MBA)

University of Alabama - BHM

May 2017 – Bachelor's Degree in Marketing and Psychology

University of Alabama

SKILLS

SOCIAL MEDIA ANALYTICS

Facebook Ad Manager

LinkedIn Ad Manager

Twitter Analytics

Salesforce + FSC

CONTENT MANAGEMENT

HubSpot Certified

Sprout - Mailchimp

Hootsuite Certified

Microsoft Suite

WordPress

DATA REPORTING

PowerBI

Adobe Suite

SQL

Google Analytics

SOFT SKILLS

Communication

Leadership

Research

Teamwork

CERTIFICATES

Business Research Certificate

Google Analytics Certified

Google AdWords Certified

WORK EXPERIENCE

Broker Dealer Marketing Manager: StoneX Inc.

March 2021 – Present

- 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 and created the 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 not just the content but the process
- Launched a go-to-market plan for a new venture that included a branding and email campaign
- Enacted new data reporting processes to enhance the planning of the marketing and operations teams

Founder/CEO: Reed Media Consulting, LLC

February 2018 – Present

- 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 a 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

Digital Marketing Specialist: StrategyWise, LLC

August 2016 – May 2017

- Created and designed marketing pieces for Fortune 500 companies; responsible for tracking the reach, updating the mailing lists, and reporting the data
- Researched and developed internal social media marketing strategy, complete with branding style guide, content guidelines, 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
- Managed a library of content, including emails, templates, and copy across multiple platforms and channels
- Used R and other applications to report data and manage lists