



Andrew Reed

205-388-0040

www.reedmediaconsulting.com

Birmingham, AL

acreed6268@gmail.com

Experience

Feb 2021-Present **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 there
- Enacted a go-to-market plan for a new venture that included a branding and email campaign

March 2018-Present **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

May 2016-May 2017 **Marketing Intern:** StrategyWise, Birmingham, AL

- Improved search engine optimization for client websites by improving the title tags and meta descriptions as well as implementing Google Analytics to track views, bounce rates, and redirects
- Used Qualtrics to analyze the culture of the company to help develop targeted branding and marketing efforts
- Responsible for coordinating and managing in-house events

Aug 2016-Feb 2017 **Director of Corporate Partnerships:** UADM, Tuscaloosa, AL

- Coordinated with businesses to secure over \$8,000 in donations, a 400% increase, by implementing a strategic outreach plan
- Planned events and fundraisers to involve 35 corporate partners, a 300% increase
- Led professional development seminars for 300+ students

Education

Dec 2021 **Master's in Business Administration,** University of Alabama at Birmingham
Business Research Certificate

May 2017 **Bachelor of Science:** C&BA, The University of Alabama, Tuscaloosa AL
Major: Marketing, Psychology

Skills

Social Media Analytics

Facebook Ad Manager
LinkedIn Ad Manager
Twitter Analytics
Google Analytics

Adobe Suite

Illustrator
Photoshop
WordPress
Microsoft Suite

Content Hubs

Hubspot Certified
Sprout – Mailchimp
Hootsuite Certified
Google AdWords

Soft Skills

Communication
Leadership
Research
Coordination