

# Andrew Case

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## Creative Results-Driven Professional

Accomplished professional with substantial experience in digital marketing, sales, business development, and account management. Adept at driving client success and operational excellence. Excels at orchestrating full-cycle customer journeys, through strategic A/B testing and marketing campaign management. Skilled in innovatively developing quarterly planning strategies that enhance project frameworks and facilitate cross-functional global team collaboration. Possesses in-depth experience in leading multi-faceted initiatives, leveraging advanced tech tools, and delivering impactful client solutions. Exploring AI for marketing to remain at the forefront of industry trends and enhance future business successes.

## Areas of Expertise

- ◆ Customer Relationship Management
- ◆ Strategic Planning & Execution
- ◆ Project Management
- ◆ Omnichannel Adoption
- ◆ Leadership
- ◆ Market Penetration & Expansion
- ◆ Cross-functional Collaboration
- ◆ A/B Testing & Data Analysis
- ◆ Business Development
- ◆ Customer Journey
- ◆ Sales & Marketing Strategy
- ◆ Stakeholder Management

## Professional Experience

[Verticurl, - Garnet Valley, PA \(Remote\)](#)  
Client Success Executive

2022 — 2024

As a full-time contractor at LinkedIn, served as an Account Manager and EPO Labs team member, specializing in email production and operations. Leveraged Tableau proficiency to analyze email campaign performance metrics, identifying trends that informed strategic improvements and directly contributed to campaign success. Spearheaded the development and strategy for email performance and operations quarterly planning management across diverse business units. Managed EPO Labs' biweekly email performance and operations campaign reporting, leading collaboration with Indian production team. Oversaw quality assurance processes, utilizing advanced Excel formulas, updating instructions, and distributing reports to LinkedIn team. Communicated via Wrike and Microsoft Teams with the India-based Verticurl team.

- Led cross-functional teams to develop and execute marketing strategies, including collaborating with digital marketing team to brainstorm go-to-market approaches, develop A/B testing strategies, and long-term Integrated Marketing testing impact.
- Introduced innovative concepts to enhance Email ROI milestones, team communication, and overall project framework.
- Ensured success of offshore projects and fostered seamless global collaboration, particularly during new process rollouts.
- Collaborated globally with LinkedIn Talent Solutions and Verticurl Marketing Operation Managers, achieving 99% production quality over 8 consecutive quarters while overseeing 50+ email launches.
- Utilized tools such as Wrike, Oracle Responsys, Stensul, and Litmus to consistently surpass baseline metrics and optimize results through impactful A/B testing.

[Forge Apollo, Newtown Square, PA](#)  
Director of Business Development & Sales

2021 — 2022

Negotiated complex relationship management, strategically executing marketing campaigns, and accurately qualifying leads using HubSpot CRM and Wrike to drive optimal sales outcomes across this fast-paced digital marketing agency startup.

- Established 30+ partnerships, strengthened executive-level relationships to exceed sales targets. Identified internal R&D needs, enhancing the company's competitive advantage.
- Achieved annual Sales quotas by \$250,000 through adeptly crafting omnichannel marketing customer journeys for clients.

Coordinated operations and logistics for a global supply chain brand, overseeing teams in Dubai, China, India, and the United States. Implemented HubSpot Marketing and Sales CRM to facilitate customer lifecycle communication across 60 clients, managing complex initiatives seamlessly.

- Provided on-site and remote leadership utilizing Microsoft Dynamics, guiding a global team based in India to achieve operational objectives efficiently during a global pandemic.
- Executed inbound marketing campaigns using Campaign Monitor and HubSpot, enhancing usage to improve user experience and optimize conversion rate optimization, while implementing marketing automation and data analysis.
- Conducted daily market research to inform content strategy and maintained regular bi-weekly updates for the Provision Blog with original, relevant content.

Drexel University, Philadelphia, PA  
Manager, Sales & Marketing, Athletics, Recreation

2015 — 2019

Optimized revenue and facilitated strategic brand growth by enhancing communication plans and executing media buying on social media and paid platforms. Managed a diverse marketing team for social media, web development, graphic design, video production, photography, project management, and blog functions, overseeing activities across six social media platforms.

- Achieved a surplus profit of over \$3M and a remarkable 30% increase in revenue within a four-year period through the implementation of nationally recognized marketing campaigns.
- Coordinated public relations efforts including copywriting for university and national publications, and served as the media representative for the organization.
- Spearheaded branding and web redesign project, resulting in a significant 60% increase in unique visitors and a notable 35% rise in on-site conversions.

Drexel University, Philadelphia, PA  
Manager, Memberships & Programs, Athletics, Recreation

2012 — 2015

Conceptualized and designed omnichannel marketing collateral materials such as brochures, posters, web banners, facility signage, print ads, and logos to enhance brand visibility and communication. Managed the hiring and training of membership staff, implementing successful customer service strategies to ensure exceptional member experiences.

- Led sales growth from \$400,000 in 2012 to over \$750,000 by the end of 2015, achieving an impressive 87.5% revenue increase through integrated advertising across online, print, and social media channels.
- Established partnerships with over 20 HR departments to drive market expansion and increase membership.

## Education

Bachelor of Arts in Communications, Temple University, Philadelphia, PA  
Master of Science in Creativity & Innovation, Drexel University, Philadelphia, PA

## License & Certification

AI in Marketing, Udemy, 2024 | AI for Everyone, Coursera, 2024 | Wine Business Management, Sonoma State University, 2021

## Awards & Accolades

Resident Artist, Corridor Contemporary, 2020  
Awarded Guest Speaker, KIE Conference / Dubai, UAE, 2019  
Athletic Director's Honor Roll, Temple University, 2008  
Athletic Scholarship Varsity Football, Temple University, 2008