

Andrew Case

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Results-driven Creative Professional

Accomplished professional with substantial experience in digital marketing, advertising, program management, sales, and business development. Adept at building consensus on business application strategy and roadmap. Excels at orchestrating full-cycle customer journeys, through strategic A/B testing, global cross-functional collaboration, marketing campaign ideation and management. Skilled in innovatively developing quarterly planning strategies that increase stakeholder satisfaction. Possesses in-depth experience in leading multi-faceted go-to-market initiatives, leveraging advanced data analysis tech tools, CRMs, and delivering impactful customer solutions. Growth mindset exploring AI courses for to remain at the forefront of industry trends.

Areas of Expertise

- ◆ Customer Success Management
- ◆ Strategic Planning & Execution
- ◆ Project Management
- ◆ Omnichannel Advertising Adoption
- ◆ Product Management
- ◆ Market Penetration & Expansion
- ◆ Cross-functional Collaboration
- ◆ A/B Testing & Data Analysis
- ◆ Digital Marketing
- ◆ Customer Journey
- ◆ Sales & Marketing Strategy
- ◆ Stakeholder Management

Professional Experience

[LinkedIn – Sunnyvale, CA \(Remote\)](#)
Associate Digital Marketing Manager

2022 — 2024

LinkedIn Talent Solutions EPO Labs team member, specializing in global tech marketing operations. Crafted personalized Oracle Responsys email production campaigns. Leveraged Tableau to analyze email campaign performance metrics, identifying trends that informed strategic improvements and directly contributed to success. Spearheaded the development and strategy for email performance and operations quarterly planning management across B2B and B2C business units. Managed EPO Labs' biweekly email performance and operations campaign reporting, and quarterly business reports, leading collaboration with India production team. Oversaw quality assurance processes, utilizing advanced Excel formulas, updating processes, and distributing data analysis reports to LinkedIn team. Effectively 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 advance product go-to-market approaches, A/B testing strategies, and long-term Integrated Marketing roadmap.
- Introduced innovative concepts to enhance Email ROI milestones, team communication, and overall project framework.
- Ensured success of offshore operations and fostered seamless global CRM collaboration 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 60+ email launches to over 130,000,000 audience.
- Trusted advisor utilizing Wrike, Oracle Responsys, Stensul, Salesforce, and Litmus to consistently surpass baseline metrics and optimize account based marketing results through adapting communication style and strategy based on audience needs.

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

2021 — 2022

Negotiated complex contracts, 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+ sales partnerships, strengthened stakeholder relationships, built deep sales pipelines to exceed goals, assisted in technology purchases, identified internal R&D needs, generating business value.
- Achieved annual Sales quotas by \$350,000 through adeptly crafting omnichannel roadmaps for clients by strategizing with SEO and Google Data experts, product, brand managers, engineers, and web developers.

Led 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, evaluating programs to assess impact and transform data into strategy.

- Provided on-site and remote leadership utilizing CRM, tech stack, guiding a global team to achieve account planning, supply chain operations, and product management objectives efficiently during a global pandemic.
- Created personas for inbound marketing campaigns using Campaign Monitor, Salesforce, and HubSpot, enhancing usage to improve user experience, optimize conversion rates, while implementing automation and leveraging data analysis.
- Exceeded sales quotas by 110% conducting forecasting of daily market research to create pre-sales strategy and sales pipeline through prospecting, strategic relationships, and collaborating with key decision-makers to drive demand for product.

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.
- Orchestrated public relations efforts including copywriting for university and national publications, and served as the media representative for the department through development and execution of plans for ideation to implementation.
- Spearheaded department rebranding and web redesign project with Wordpress, resulting in a significant 60% increase in unique visitors and a notable 35% rise in on-site conversions.

Conceptualized and designed omnichannel advertising collateral materials such as video, search, native, display 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 87.5% revenue increase through building sales pipeline, designing cross-channel marketing strategies.
- Established lucrative partnerships with over 25 HR departments to drive market expansion and increase customer loyalty.

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 | Intermediate Italian, DCCC, 2023 |
Wine Business Management, Sonoma State University, 2021 | LinkedIn Artificial Intelligence: Machine Learning, 2024

Awards & Accolades

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