

# Andrew Myers

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## Summary

Communications/marketing leader with 15-year career developing both national and global strategy across advertising, events marketing/promotions, public relations, marketing, and emerging media (social, mobile, digital) with iconic clients in highly regulated industries. Committed to conceiving and developing multi-platform corporate responsibility programs for health care, advocacy, and other social change initiatives.

### Highlights:

Built high-profile strategic relationships and campaigns, including launch of first integrated marketing campaign for Global Health Day, with Pharma Company, Media Company, and Online Company.

Led 20-member team in developing and launching technology product for ABC.

Established digital divisions of global advertising agencies; introduced operational and creative process templates/tools for B2B conglomerate DEF.

## Experience

### **Communications Consultant**, New York, NY, 2002–Present

*Strategic Planning/Brand Management:* Provide direction, marketing and business plans, and budgets for startups. Devise strategic partnerships and tie-ins to maximize ROI. Handle press interactions, manage public relations and communication materials, and oversee relationships with third-party vendors.

*Account Management:* Direct major interactive and traditional-media advertising campaigns for health care and consumer ad agencies as well as media companies (Organic, Ogilvy & Mather, Uniworld, Young & Rubicam, Saatchi & Saatchi, EuroRSCG, Viacom). Nurture client relationships. Manage profit and loss (P&L) and actively participate in growing brands.

*Digital Program Management:* Serve as Project Lead on various multi-platform jobs—create project plans and manage team of designers, programmers, producers, product developers, editors, QA, and marketers for such companies as Arnold Worldwide, BBDO Worldwide, Ryan Partnership, Publicis Modem, and DraftFCB. Monitor, assess, and assign resource allocation and constraints for all projects in brand portfolio. Collaborate with vendors to develop strategy and tactics for creative and technical execution.

### **Account Director**, Agency X, New York, NY, 2000–2002

Established and drove strategic initiatives for several product launches in Fortune 100 company's portfolio. Led interdepartmental team (creative, technology, research) to produce integrated PepsiCo marketing campaigns.

### **Senior Project Manager**, Agency Y, New York, NY, 1999–2000

Supervised Proctor & Gamble website projects. Planned and managed timelines and budgets; trained and mentored associate producers.

### **Senior Director, Promotional Marketing**, Co. X, New York, NY, 1995–1999

Built brand awareness for clients with multimillion budgets, such as Unilever, via on-air radio spots, nationwide special events, and guerilla marketing.

## Campaigns/Brands

### PHARMACEUTICAL/HEALTH CARE

AstraZeneca  
Bayer Group  
Bristol-Myers Squibb  
Eli Lilly  
Forest Laboratories  
MetLife  
Novartis  
Pfizer  
Takeda Pharmaceutical  
Whitehall-Robbins

### CONSUMER PACKAGE GOODS

Cover Girl  
General Mills  
Gillette  
Hershey's Chocolate  
Jif  
Kodak  
LG  
PepsiCo  
Unilever

### SPORTS/ENTERTAINMENT

NFL  
Viacom  
World Cup USA  
**OTHER**  
Al Gore's Alliance for  
Climate Control  
Bank of America  
Delta  
FedEx  
SAP Software Solutions

## Digital Distribution

CD-ROM applications  
Mobile applications  
Online media  
Social media  
Website development

## Education & Language Skills

BA, English  
Brown University  
Providence, RI  
French, Spanish