

# ANDREW WATSON

DIGITAL MARKETER | WRITER | VANCOUVER, BC  
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## SUMMARY

I'm a creative and dynamic digital marketer and writer who loves to tell a brand's story by engaging digital communities with insightful content. Brand storyteller with proven experience engaging digital communities using data to deliver content that engages audiences and drives results. I have a diverse skillset, with experience in a variety of roles in both agency and in-house settings.

## PROFESSIONAL WORK EXPERIENCE

### PROFESSIONAL SKILLS

- Copywriting & Blogging
- Content Production
- Digital Analytics
- Audits & Reporting
- SEO
- Strategy Creation
- Content Marketing
- Inbound Marketing
- Paid Advertising
- Mobile Marketing
- Email Marketing
- Mobile Marketing
- Public Relations
- Project Management

### TECHNOLOGICAL SKILLS

- Google Analytics
- Google AdWords
- Facebook Ads
- Social Analytics
- Google Tag Manager
- Wishpond
- WordPress
- SEO & MOZ Tools
- MS Excel

**SPORT ON CAMPUS**, Vancouver, BC (RED Academy Client Project)

**Digital Marketing Consultant** | Mar. 2018 – Apr. 2018

- Developed an Inbound Marketing Strategy for Sport on Campus
- Created content and email marketing mockups using Wishpond
- Audited and reported SEO, social and website metrics
- Developed Marketing Campaign "Sport Your Story"

**FABER TECHNOLOGIES**, Vancouver BC (RED Academy Client Project)

**Digital Marketing Consultant** | Feb. 2018 – Mar. 2018

- Assisted in developing a marketing strategy for Faber Technologies
- Led the SEO, Social Media and Content strategies of the report
- Delivered recommendations that were well received by the client
- Co-developed #CraftingConnections marketing campaign

**THE GOOD STUFF CO.**, Vancouver BC (RED Academy Client Project)

**Digital Marketing Consultant**, Project Lead | Jan. 2018 – Feb. 2018

- Led the overall development of the report
- Liaison between client and team, communicating updates and information
- Developed SEO and Influencer Marketing strategy

**BROADBANDTV**, Vancouver BC

**Rights Management Specialist** | Dec. 2016 – Sep. 2017


- Search, discover and claim rights for Viacom content uploaded by third parties
- Reviewed potential content claims on YouTube to ensure they abide by all internal and external claiming guidelines and policies
- Increased responsibility to manage YouTube assets in Viacom's CMS
- Reorganized and mapped all assets, streamlined identification and management within CMS
- Reviewed videos through content management system discovered and claim rights to content updated by third parties

## CONTRACT WORK EXPERIENCE

**FREELANCE WRITER & SOCIAL MEDIA COORDINATOR**

**Writer & Social Media Coordinator** | Apr. 2016 – Dec. 2016

- Completed freelance writing projects for organizations like Quietly, Eventbase, Apply Digital
- Contributed original articles for Sidelines sports app, forum, and online magazine

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@AndrewWatson192

- Wrote long form & short form content including: Web page content, reports & press releases
- Managed social media accounts for VIVA Lifestyle & Travel; increased engagement by 200%

#### **SNAPTECH MARKETING**, Burnaby, BC

**Marketing Intern** | Oct. 2015 – Mar. 2016

- Co-developed and coordinated Snaptech's 2016 internal marketing strategy by creating compelling content on social media channels, weekly blog posts, digital whitepapers and email marketing campaigns
- Increased engagement levels on multiple social channels; growing Twitter followers by 5%, maintaining 1% engagement rate; 5.5% engagement rate on Instagram
- Managed social media campaign for "Learn with Google" event; increased engagement by 3%
- Collaborated with multiple departments to create and schedule social media content to ensure on-brand messaging was shared across all channels
- Produced perceptive and persuasive web copy for multiple clients, including BC Furnace

#### **FUNDRAZR**, Vancouver, BC

**Marketing & Communications Intern** | May. 2015 – Sep. 2015

- Leveraged social networks to enhance campaign performances, resulting in increased Facebook page likes
- Actively engaged in social media conversations over a variety of social media channels (Twitter, Facebook, LinkedIn, Google+, Hootsuite, Wordpress)
- Coordinated media outreach by conducting research, pitching journalists, creating media lists and writing press releases; generated press attention for Alison Azer child abduction crowdfunding campaign
- Contributed to content strategy by coordinating and writing weekly posts for the FundRazr blog
- Assisted with content marketing strategy, SEO practices and analytics research

## **EDUCATION**

**RED Academy | Winter Cohort | Vancouver, BC | Jan. 2018 – Apr. 2018**

Digital Marketing Professional, Certificate

- Google Analytics Certified
- Google AdWords Certified: [Fundamentals], [Search]

**Arizona State University, Tempe, AZ | 2010 – 2014**

B.Sc. Communication | Hugh Downs School for Human Communication

Minor, Media Analysis | Walter Cronkite School of Journalism & Mass Communication

- Dean's List