

ANDREW RYAN EUGENE

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3+ YRS. OF MARKETING EXPERIENCE, WRITING, AND SOCIAL MEDIA EXPERIENCE

EDUCATION

College of William and Mary, Williamsburg, VA B.A., Graduated May 2013;

Majors: Economics and Psychology

Syracuse University, Pursuing Master's in Communications (expected Graduation September 2018)

PROFESSIONAL EXPERIENCE

PR/Social Media Coordinator, Audubon Nature Institute (October 2017 - April 2018)

- Manage social media accounts for organization, zoo, aquarium, park, nature center, and other facilities on Facebook, Twitter, and Instagram. Create event pages and monitor reservation numbers
- Report on social media and PR insights of accounts and events across the organization
- Film video and take pictures for use on social media
- Assist with media requests as necessary, including but not limited to email correspondence, on-site support, movie and TV filming support, and other forms of information
- Monitor paid social media campaigns for performance and optimize based on results

Editor, Wiz Of Awes, Fansided, Time, Inc. (May 2017 - August 2017)

- Lead day-to-day editor for Wiz of Awes, a Washington Wizards Fansided Blog
- Write daily posts and share content to Facebook and Twitter pages. Live Tweet Washington Wizards games
- Edit contributing writers' posts for content, media, and user experience
- Wrote and edited articles that led to 265,000 pageviews from May 2017 through July 2017
- Research topics on an ongoing basis to give writing team a bank of strong ideas
- Review applicants to the site to ensure proper credentials to join the team
- Ensure that all content is timely, because of the quick changing nature of the business

Senior Account Associate/Account Manager, Search Influence (November 2014 - October 2017)

- Independently plan, implement, analyze, track and modify client marketing campaigns to align with their goals
- Create reports, present updates and recommendations to teams regarding changes to internet marketing landscape, including social media and SEO reports
- Lead the preparation, scheduling, and delivery of presentations for client phone calls independently
- Review and schedule approved social media posts to Facebook and Hootsuite/Sendible platforms
- Collaborate with manager to support my advanced responsibilities assignments that have resulted in the Company receiving increased annual revenues from high touch executive accounts
- Assist in content plan for writing of website content, social media posts, press releases and videos
- Create and review monthly reports, semi-annual and annual progress reports; identify and analyze strategic opportunities for clients. Review, analyze and evaluate data analytics, keywords, conversions, and other aspects of online marketing

ABOUT ME

ANDREW RYAN EUGENE

I am a marketing professional, specializing in social media content creation, PR initiatives, and reporting helpful insights. I am finishing a master's degree in Communications from Syracuse University.

SOCIAL MEDIA

Twitter: @ButterscotchT

LinkedIn: <https://www.linkedin.com/in/andrew-eugene/>

Instagram: @ButterscotchT

Youtube: <https://www.youtube.com/channel/UCAOOOHpC-ZExJhvZY4MDNIPw>

LOCATION

NEW ORLEANS, LA

CONTACT

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