

ANDREW PLATT

SEO + MARKETING + ECOMMERCE

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EXPERIENCE

Valgistics LLC

DRUMS, PA

DIGITAL MARKETING EXECUTIVE

2020 - 2023

- Executed clients' e-commerce initiatives with a focus on customer growth and retention.
- Leveraged SEO, CRO, UI/UX, data analytics, and content creation to maximize e-commerce impact.
- Conceptualized brand & marketing campaigns, with a progressive approach to deliver results.
- Proven track-record of interpreting the clients' vision, and delivering outstanding work.

Self Employment

WORLDWIDE

WEBSITE & SEO MANAGER

2019 - PRESENT

- Customize websites with a focus on **SEO**: Ahrefs, Google Analytics, and Search Console.
- Projects with **1 Million+ yearly page views** generate passive income from Google AdSense & Affiliates.
- Optimizations made with HTML, CSS, and Management of developers and 10+ motion designers.
- Work Samples included in my website portfolio. Latest project found at GamingBanners.com

MOTION GRAPHICS DESIGNER

2014 - PRESENT

- Profiting **\$100/hr** with industry-leading techniques in the Adobe Suite: After Effects and Photoshop.
- Outsourced preliminary work to freelance designers to streamline processes and maximize profitability.
- Built a website portfolio in WordPress enabling streamlined user experience and business processes.

GAMING SERVER MANAGER

2013 - PRESENT

- Established an innovative web-based game gaining over 1,000,000 unique users since launch.
- Generated earnings **over \$300,000** with a portion of profits being allocated to college tuition.

Baldwin & Obenauf

SOMERVILLE, NJ

MARKETING INTERN

2019

- Entrusted to take on client-facing tasks with BNO's largest client: **Verizon**
- Supported the leadership team and creative directors to bring projects from concept to reality.

University of Scranton

SCRANTON, PA

RESIDENT ASSISTANT

2018 - 2020

- Enabled a community in a building of 60 first year college students interested in entrepreneurship.

EDUCATION

University of Scranton

SCRANTON, PA

Bachelor of Science, Marketing **GPA 3.66**

2020

Minors Business Leadership & Business Analytics

Business Leadership Honors Program

- Awarded to the top 15 applicants, the Business Leadership Honors Program provides students specialized leadership courses, an intricate mentorship program, and a seminar allowing students to reflect on values presented in daily business conversation.

SERVICE

Habitat for Humanity

SCRANTON, PA

SECRETARY

2018 - 2020

- Supported a team to bring people together to build homes, communities, and hope.
- Person of contact for information, club growth and community outreach.

Search Retreat Leader

SCRANTON, PA

LEADER (86, 87) TEAM LEADER (91)

2018 - 2020

- Led various exercises to aid small and large groups of students in personal development.
- Shared personal life experiences that enabled students to reflect during the retreat.

View my personal portfolio in support of my application at <https://pplattt.com>