

Andrew Platt

Digital Marketing Professional

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EXPERIENCE

Intrinsic Digital

DIGITAL MARKETING COORDINATOR

REMOTE

2023 - PRESENT

- Appointed by the CEO as the leader of the AI Committee to optimize internal use of AI platforms.
- Utilizing industry-leading technologies to create hundreds of Animated Banners and AI Videos.
- Provides valuable insights to optimize the companies SOPs and maximize internal efficiencies.
- Working at a fast-paced startup with 1,750 clients and a focus on increasing monthly recurring revenue.

Valgistics LLC

DIGITAL MARKETING EXECUTIVE

DRUMS, PA

2020 - 2023

- Executed clients' e-commerce initiatives with a focus on customer growth and retention.
- Leveraged SEO, CRO, UI/UX, Wordpress, and Data Analytics to increase e-commerce revenues.
- Conceptualized brand & marketing campaigns, with a progressive approach to deliver results.

Self Employment

MARKETING MANAGER

REMOTE

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 up to \$200/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.

GAMING SERVER FOUNDER

2013 - 2023

- Established an innovative web-based game gaining over 1,000,000 unique users since launch.
- Generated earnings over \$350,000 with profits being allocated to college tuition and investments.

Baldwin & Obenauf

MARKETING INTERN

SOMERVILLE, NJ

2019

- Supported the leadership team and creative directors to bring projects from concept to reality.

University of Scranton

RESIDENT ASSISTANT

SCRANTON, PA

2018 - 2020

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

EDUCATION

University of Scranton

Bachelor of Science, Marketing GPA 3.66

SCRANTON, PA

2020

Minors Business Leadership & Business Analytics

Business Leadership Honors Program

- Accepting 15 applicants per year, the Business Leadership Honors Program offers specialized leadership courses, an intricate mentorship program, and a seminar focused on emotional intelligence.

SERVICE

Habitat for Humanity

SECRETARY

SCRANTON, PA

2018 - 2020

- Supported a team to bring people together to build homes, communities, and hope.

Search Retreat Leader

LEADER (86, 87) TEAM LEADER (91)

SCRANTON, PA

2018 - 2020

- Led various exercises to aid small and large groups of students in personal development.

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