

ANDREW CARSON

43 Mohican Drive ~ Westfield, New Jersey 07090

401.835.5026 ~ a.carson@global.t-bird.edu

AndrewPCarson.com ~ [LinkedIn.com/in/AndrewPCarson](https://www.linkedin.com/in/AndrewPCarson)

Experiential Branding Professional

Dynamic Strategic Brand Analyst with proven successes increasing brand awareness, client base, customer engagement and sales. Expertise in international marketing, marketing management, research and promotional strategies for a wide range of industries. Maintains cutting edge knowledge of marketing and promotional trends with ability to determine best course of action and gain commitment and lead teams to high performance outcomes. Excellent communicator able to converse in six languages (English, Spanish, German, Mandarin, Italian-basic, French-conversational) and a solid foundation in linguistics.

- | | | |
|----------------------------|------------------------------|---------------------------|
| ◆ Creative Problem Solving | ◆ Market & Research Analysis | ◆ Social Media Engagement |
| ◆ Brand Development | ◆ Project Management | ◆ Marketing Campaigns |
| ◆ Strategic Communications | ◆ Team Leadership | ◆ Partnership Development |

SELECT ACCOMPLISHMENTS

- Instrumental in building brand awareness for Cleverhood resulting in selection as one of the best Christmas gifts for cyclists in 2013 by Forbes and Vogue.
- Instrumental in conceptualizing, developing and executing a TEDx Youth conference on campus at the Thunderbird School of Global Management. Co-led efforts that resulted in the attendance of over 500 High School Students, managing a team of 20.
- Produced a viral video marketing campaign to promote the “Bike To Work Day” Fair. Increased attendance from previous year by 300 participants by using endorsements from political figures, and creating and managing a new digital brand.

Professional Experience & PROJECTS

DONNA KARAN INTERNATIONAL, New York, NY

05/2014

International PR & Marketing Intern

- Championed the objectives of the VP of International Marketing and assisted the Executive Assistant and Marketing Director. Contributed to the fall 2014 advertising campaign.
- Facilitated public relations efforts and assembled daily press briefings on DKNY and oversaw the article database as well as the department administration activities.
- Made improvements to the department’s article database, donation database and expense reporting.
- Completed various financial functions and expense reporting for PR events, marketing and advertising campaigns and tracked all monetary and in-kind donations to organizations.

TEDxYOUTH THUNDERBIRD, Phoenix, AZ

02/2013 – 01/2014

Co-curator and Program Director

- Collaborated with Co-curator and other Team Leads to translate brand concept to a fully functioning project. Employed brand management techniques to develop the event theme and implement solutions to activate it on stage through speakers, marketing pushes and prizes.
- Gained approval from college to host event and pitched event to numerous high school districts and administrations to inform them of the opportunity for students and the registration process.
- Identified and secured 9 speakers and multiple sponsors to ensure conference’s financial success.
- Developed multiple internal communication tools to facilitate team buy-in and crosspollination of ideas, including newsletters using Mailchimp, Google Calendar to promote attendance to open meetings, Google Drive for file sharing and Trello Project Management online. Maintained continuous communications with a team of 20 staff members.

Professional Experience AND PROJECTS

continued

Co-curator and Program Director, continued

- Tracked project progress and led team meetings. Monitored deliverables and ensured project budget was managed.
- Supervised five team leads and trained them on the event structure, theme and project goals. Assisted them in finding innovative solutions to problems and helped them motivate their teams to maintain team commitment.

MANUKA SPORTS EVENT MANAGEMENT, Newport, RI

05/2013 – 09/2013

Marketing Project Intern

- Facilitated a successful 2013 Fishing Tournament across New England including but not limited to all marketing efforts, communications, and leaderboard administration.
- Increased participation and community involvement by effectively managing the tournaments website and all social media accounts. Posted video and photo submissions from contestants to promote participation.
- Created and managed the distribution of a weekly newsletter sent to 700 recipients using Mailchimp for tournament contestants regarding prizes, leaderboard, community stories and other competition information.
- Partnered with multiple companies and sponsors to procure prizes for the tournament. Managed daily interaction with competitors and answered questions and comments on social media platforms.

CLEVERHOOD, Providence, RI

06/2013 – 08/2013

Brand Management Graduate Intern

- Increased sales and brand awareness by analyzing the company's tangible brand assets including product offerings, packaging and sales. Evaluated the brand personality, website and social media strategy to create holistic solutions for marketing and sales.
- Collaborated with the company President to develop the #clevergram and #cleverhood initiatives and established the brand's core identity and personality by leading a series of organized brainstorming sessions designed to flush out creative ideas and concepts.
- Negotiated with over 30 stores in Boston and NYC to expand sales across the eastern United States.
- Conducted comprehensive market research to produce brand insights based on qualitative and quantitative metrics. Profiled the average customer and purchasing behavior and worked with marketing and sales to develop outreach strategies that promoted an image that consumer was looking for.

BIKE NEWPORT, Newport, RI

04/2012 – 09/2012

Social Media and Marketing Intern

- Directed and oversaw all digital and print campaigns to promote events, bike awareness and safety. Pioneered the creation of the first website, mobile application and bike information kiosk.
- Led creative brainstorming sessions to develop new partnerships and projects that would increase brand recognition and bike usage in Newport.
- Increased brand awareness and event participation by developing a new digital brand across the website, mobile platform, Youtube, Instagram, Facebook and Twitter resulting an increase in Twitter followers by 300%.
- Worked with the Newport Folk Festival to organize Bike parking and collaborative marketing initiatives to promote safe bike travel to the festival. Created a Bike Kiosk mobile site to route over 600 cyclists to the event and provided maps, road rules and general event information.
- Utilized statistical reports on the digital marketing campaign efficacy and ability to reach customers and drive site traffic using Google Analytics and Lucky Orange.

AMERICAN BAR ASSOCIATION, Washington, DC

09/2010 – 12/2010

International Marketing Projects Intern

- Increased awareness by managing three international projects and a 300+ person email campaign.
- Completed cultural market research and directed copy and design of a 20-page packet for use by 70 individuals undertaking a professional visit to Jordan.

Organizations and Consulting

ATOMIC TANGERINE, New York, NY

01/2014 - Present

President and Founder

- Developed brand videos for client companies using Apple Final Cut Pro X that promoted their culture and spirit. Defined the brand manifesto and showcased company employees.
- Created design and marketing strategies that meet the customer's objectives and goals. Delivered presentations via PowerPoint decks and led small design style brainstorming sessions.

BUSINESS IMPROV, New York, NY

08/2012 – 12/2013

President and Founder

- Received two awards for the most active organization on campus and for the most consistent and effective marketing strategy.
- Developed and executed a curriculum designed to challenge MBA candidates to develop integrative techniques for problem solving and develop a creative mindset.
- Coached groups and individuals during weekly workshops featuring different business themes such as decision-making, presentations and team projects.
- Oversaw a team of 5 to plan and market workshops including tracking weekly attendance rates and executing marketing tools such as email campaigns on Mailchimp.

GREGORY UNRUH, SUSTAINABILITY THOUGHT LEADER, Phoenix, AZ

09/2013 – 12/2013

Brand Consultant

- Evaluated articles using the linguistic tool LIWC and compared averages against industry leaders to identify branding insights.
- Used branding tools including SPSS brand map to conduct brand and competitive analysis.

RAZOO.COM CROWD FUNDING, Phoenix, AZ

09/2013 – 12/2013

Marketing Research Consultant Team Lead

- Led initiative to research and analyze branding strategy as well as the firm's market position and strengths.

EDUCATION

NEW YORK UNIVERSITY, New York, NY

Certificate in Event Marketing, 2014

THUNDERBIRD GLOBAL SCHOOL OF MANAGEMENT, Phoenix, AZ

Master of Global Management, 2013

AMERICAN UNIVERSITY, Washington, DC

Bachelor of Arts in Sociology with concentrations in International Business and Mandarin, 2011

SKILLS

Microsoft Office Suite ~ Google Adwords ~ Google Analytics ~ Photoshop ~ Wix
Lucky Orange ~ Mailchimp ~ Trello ~ Qualtrics