

ANDY CHIMICLES

EDUCATION / HONORS

Drexel University, Philadelphia, PA
Graduation: June 2004
B.A. in Marketing,
Minor in Music
GPA: 3.7 / 4.0

- + Cum Laude Graduate
- + A.J. Drexel Scholarship
- + Academic Deans List
- + High Honor Roll
- + Golden Key Honor Society Member
- + Drexel CEO Certificate

EMPLOYMENT

Internet Marketing Consultant

November 2009 – Present

New York, NY

- + Offering web development services, including creating websites to client's specifications, integrating Wordpress content management system, customizing site templates, optimizing websites for search engines.
- + Offering website marketing services, including social media marketing, pay-per-click campaign management, site analytics and reporting, linkbuilding, content planning.
- + See andychimicles.com for more details and examples of work.

Product Manager / Strategist

February 2008 – December 2009

The JAR Group

Brooklyn, NY

- + Developed and managed searchEGO (searchego.com) as a service entirely separate from JAR's agency services. Defined service offering alongside CEO. Developed and managed searchEGO team, including salespeople, designers, developers, content writers, social media profile creators and updaters, and more. Wrote requirements for database development team to create social media management dashboard, which streamlines all processes for internal and client users. Created process documentation, manuals, and agreements for clients and team members. Developed marketing materials including website, onesheeter brochures targeting various verticals. Worked with designers to create logos and website.
- + Executed market research, competitive research, and keyword research at onset of all marketing campaigns. Researched online landscapes, developed campaign strategies, and presented actionable findings to client and team. Am familiar with most available research tools, but mainly utilized compete.com, Adwords keyword tool, Wordtracker, semrush, and several others.
- + Supported sales team in agency pitches, developing sales collateral, and writing statements of work.
- + Created affiliate recruitment strategy for Tunecore.com to attain the most targeted affiliate partners. Contacted affiliate prospects and pitched them on partnership possibilities.
- + Managed various internal processes and developed knowledgebase wiki. Implemented and trained internal users and created various internal procedures.
- + Wrote content for internal marketing collateral, internal properties, and blogs. Ad hoc writing as needed for searchEGO, JAR's blog, and Tunecore (writing samples available upon request)
- + Developed social media strategies and instructed either the client or team members on implementation.
- + Researched consumer demands and recommended content in the form of a content calendar or prioritized concepts. Advised content creators on best practices.
- + Clients include Tunecore, Time Inc Content Solutions, Unilever's makinglifebetter.com, The Franklin Mint, Gillette, Prilosec, and more.

- + Generated SEO strategies and worked with link brokers and overseas linkbuilders to maximize cost-effectiveness.
- + Worked closely with Director of Analytics to monitor campaign strategies and adapt strategies according to performance.

Business Intelligence Analyst / Market Research Analyst

February 2006 – February 2008

iCrossing

New York, NY / Scottsdale, AZ

- + Created market and competitive research reports which provided clients insight on consumer preferences. This ensured website content accurately reflected consumer demand and informed all future search marketing efforts. In many cases recommended changes to on-page content and optimization led to significant increases in visitors and conversions.
- + Generated macros and process improvements that automated many steps of analysis process, saving department time and money.
- + Presented research reports to client marketing teams in companies such as Chrysler, General Motors, Bank of America, Purina, Colgate, Avery, and more.
- + Developed in SQL environment to create web based “dashboards” where clients can view customized breakdowns of website traffic and search engine positioning. Connected data from multiple sources to provide a comprehensive view of performance.
- + Planned development and release of several web analytics products – including idea generation, requirements writing, design, creating marketing material, and deployment to clients. Acted as liaison between Product Managers and end users through the course of development to ensure product usability and quality.

Project Manager

January 2005 – February 2006

360 Enterprises, Inc.

Phoenix, AZ

- + Managed a team of 10 people, including programmers, designers, content writers, and assistants - both local and overseas.
- + Along with programmers, designed and developed a database driven system for tracking inventory, orders, and fulfillment.
- + Coordinated both sales and fulfillment teams to effectively launch new services to the satisfaction of customers.
- + Implemented new programs and procedures for various new internet marketing product launches, including Link Building, Article Submissions, and Presell Pages.

OTHER EXPERIENCE

Software and Hardware

- + **Platforms** | Expert in both PC and Mac
- + **Web Analytics** | Google Adwords (certified), AdGooroo, Semphonic, Yahoo Publisher, various iCrossing proprietary programs, Corda, Trellian Keyword Discovery Tool
- + **Office Applications and Web Design** | Adobe Photoshop, Dreamweaver, Flash, SQL programming, Excel, Word, Powerpoint
- + **Various** | Highly advanced skills in most standard audio sequencing and sound editing software

Musician/Producer

- + Produced, engineered, performed with, promoted, and composed with many music artists (examples on djchima.com)
- + Several productions are featured on Sirius Satellite Radio as intro music and music beds for talk shows, as well as various other music licensing credits

Other

- + Traveled extensively in the US and abroad. Studied and worked abroad in London for 6 months
- + Member: SEMPO (Search Engine Marketing Professionals Organization), and SEMPO Emerging Technologies Committee
- + Member: BMI performing rights organization