

# Andrew Crimer

full-stack startup marketing

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## Experience

### Gust

NYC, 10/2016 to 1/2019

Senior Marketing Manager since 4/2018

Marketing Manager 10/2016 to 4/2018

- + **Marketing/Content:** edit all content, including social media, blog posts, educational email campaigns, and ebooks. Own all marketing automation. Contribute to data tracking and analytics to support marketing efforts. Contribute to development and maintenance of marketing websites. Co-developed blog software and produced a post per week during project duration, clearing 15k pageviews by week two. Oversee and edit contributions from other marketers and thought leaders. Produce product videos as necessary.
- + **Product:** defined direction for [Gust Launch](#) repackaging and development through 3-month research project, leading to sustained increase in higher-tier package subscriptions. Defined, researched, and contributed to development for in-platform financial tracking and education featureset. Contribute to product development and write copy for acquisition experience tools.
- + **Strategy:** completely own Gust Launch SaaS upsell strategy. Co-own acquisition strategy with Senior Director of Marketing. Designed and implemented 20-workflow mid-funnel email nurturing automation system for 200k+ contact database. Co-own conversion strategies and optimization. Defined paid search strategy for \$20k monthly AdWords budget, reducing CAC from over \$1000 to \$66-\$300 depending on campaign. Own SEO strategy.

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### Brownstoner // Blank Slate Factory

Brooklyn, 1/2016 to 9/2016

Product Marketing Manager

- + **Marketing/Content:** owned social media strategy, including posting 20-30x daily across multiple social channels to audiences up to 15,000 followers and subsequently overseeing social media marketing coordinator. Produced ad collateral as necessary. Executed social media advertising campaigns for Brownstoner and customers.
- + **Product:** built and operated MVP “concierge” service to drive leads to advertising customers, increasing customer retention and renewal rates by circulating average 30 new leads to customers per week (2-3x increase). Led UX analytics development.
- + **Strategy:** led rollout of rebranded Brownstoner, including writing copy and producing video assets. Owned community management and customer success efforts. Implemented marketing analytics systems.

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### Kindling

NYC, 9/2014 to 12/2015

Marketing Manager

- + **Marketing/Content:** owned blog, social media, and email initiatives. Filmed and produced product and marketing videos as necessary (product photography, animation, and live action).
- + **Strategy:** contributed to implementation and rollout of freemium pricing model, including conversion optimization.

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### Winkleman Company

NYC, 10/2012 to 8/2014

Writer/Social Media Strategist

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### Smarterer

Boston, 4/2012 to 8/2012

Marketing Intern



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## Education

### Connecticut College

New London, 2008 to 2011

+ BA: Literature with Film Studies minor, conferred May 2011.

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### Commonwealth Honors College at UMass Amherst

Amherst, 2007 to 2008

+ English and Film.

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## Skills

### Technology

+ **Marketing:** HubSpot, Mailchimp, Salesforce, Google Analytics, Periscope Data

+ **Code:** Javascript, Ruby, HTML, CSS, git, and SQL

+ **Production:** Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Audition, Premiere), FinalCut

+ **Ad Ops:** AdWords, Facebook for Business, LinkedIn, Instagram

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### Techniques

+ **Marketing:** content marketing, email marketing, SEO, automation, online and IRL advertising

+ **Production:** video, audio, layout, and the classics: writing and editing

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## Service & Side Hustles

### Delay Fiction

Executive Director

NYC, 5/2018 to present

+ Co-edit and publish nonprofit literary magazine five times annually. Build and maintain website and handle all operational needs.

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### Student Activities Council

Concert Chair, 5/2010 to 5/2011

Connecticut College, 9/2009 to 5/2011

Dorm Rep, 9/2009 to 5/2010

+ Organized, booked, executed, and promoted both a weekly concert series (\$18,500 budget), increasing average weekly attendance from 10 people to 60 through rebranding and social media avenues, and a school-wide year-end concert (\$30,000 budget).

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### Roth Writing Center

Writing Tutor

Connecticut College, 9/2009 to 5/2010

+ Workshopped writing for students across all majors to improve coherency and competence.

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### ConnColl OVCS

Magnet School Tutor

Connecticut College, 9/2009 to 5/2010

+ Tutored local magnet students in AP Biology, Chemistry, Algebra I & II, and Geometry.

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### The College Voice

Staff Writer

Connecticut College, 9/2009 to 5/2011

+ Pitched, researched, and wrote local news, opinions, and arts articles.

+ Edited other writers' articles for content, layout and substance.