

ANDREW PIESCHKE

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989.245.5700

TECHNICAL SKILLS

HTML5
CSS3
JavaScript
jQuery
Node.js
MySQL

OTHER SKILLS

Report Building and Data Analyzation
Google Analytics Certified
Email Automation
CRM Proficient
Copywriting and Content Generation
Department Collaboration
Adobe Creative Cloud
Ability to Handle Multiple Tasks at Once

EDUCATION

CERTIFICATE – MICHIGAN STATE UNIVERSITY
East Lansing, MI, 2020 – Present

- Full Stack Coding Bootcamp

BBA – NORTHWOOD UNIVERSITY
Midland, MI, 2005 – 2009

- Triple Major – Advertising, Marketing, and Business Management
 - Minor – Language Arts
 - London Study Abroad Program

PROFESSIONAL EXPERIENCE

Digital Marketing Manager – Outdoor Adventures
Bay City, MI, 2016 – Present

- In addition to my marketing duties I've kept our website html relevant and up to date.
- Build out back end logic and workflows for email triggers.
- Initiate and maintain paid social media advertising on Facebook and Instagram accounts for Outdoor Adventures and two sister companies. From start to finish I ensure relevant setup, targeting, copy, and effectiveness.
- Analyze Facebook Business Manager and Salesforce CRM to construct reports for paid social campaign budgets, creative, and targeting on a daily basis and make necessary changes based on trends, analytics, and A/B testing.
- Head email marketing efforts including creative development, targeting, automation, and list maintenance via Salesforce Marketing Cloud.

Campaign Manager – MLive Media Group
Saginaw, MI, 2015 – 2016

- Actively managed relationships with advertising clients as a key point of contact for reporting, making recommendations, campaign optimization and refinement.
- Setup and monitored SEM campaigns, digital impressions, and paid Facebook campaigns. Created and maintained databases to track campaign deliverables, budgets, and effective pacing.
- Supported the sales team as a digital product specialist, certified analyst, and educator to help provide the most appropriate advertising solutions to match client needs.
- Brainstormed and facilitated creative, orchestrated A/B testing, ensured that proofs were ready and approved in a timely manner.

Research Specialist – Walt Disney World
Consumer Insights
Lake Buena Vista, FL, 2013

- Compiled guest demographic information and feedback on various aspects of the Walt Disney World theme parks and resorts.
- Participated in multiple ad-hoc studies on new attractions and offerings including testing and collecting guest input that lead to the creation and execution of the new Star Wars: Galaxy's Edge area.