

## Andrew Li Reyes

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### SUMMARY

Creative and results-driven Marketing Manager with extensive experience in multi-channel marketing for global and luxury brands. Expertise in social media strategy, event planning, and brand image management to engage high-end clientele. Proficient in utilizing data analytics tools like Google Analytics to inform strategic decisions. Adept at creating compelling digital ad campaigns and delivering exceptional customer experiences. Demonstrated success in executing large-scale events, mentoring teams, and driving cross-functional collaboration to achieve business objectives.

### TECHNICAL SKILLS AND TOOLS

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|---|---|
| - Social Media Marketing & Strategy         | - Brand Image Development & Consistency             |
| - Luxury Event Planning & Client Engagement | - Cross-Functional Team Collaboration               |
| - Digital Advertising & Campaign Management | - Full Adobe Creative Cloud & Creative Design Tools |
| - Data Analytics: Google Analytics, Tableau | - Organizational & Project Management Skills        |

### PROFESSIONAL EXPERIENCE

#### Director of Digital Marketing – TheProVideo

Cupertino, CA | July 2023 – Present (Contract/Project-Based)

- Led social media marketing efforts to elevate the brand's luxury appeal and expand engagement with high-net-worth audiences, achieving a 20% increase in interactions within six months.
- Designed and executed exclusive marketing campaigns and A/B testing frameworks for email outreach, enhancing segmentation and improving engagement among affluent clientele.
- Developed and implemented strategic marketing initiatives for premium automotive brands, including Lamborghini, Rolls-Royce, Aston Martin, and more, focusing on their elegance and performance.
- Created project plans, budgets, and RACIs to manage campaigns effectively and ensure delivery against timelines.
- Analyzed content performance using analytics tools, making data-driven recommendations to improve reach and engagement.
- Partnered with Paid Media teams to integrate social strategies with event marketing initiatives.
- Planned and executed high-end luxury events to engage and delight clientele, reinforcing brand loyalty and prestige.
- Collaborated with geographically dispersed teams to ensure seamless integration across NA and EMEA events.

#### Associate Manager, Retention Marketing – DoorDash

San Francisco, CA | April 2024 – December 2024

- Directed digital marketing campaigns, including social media and email channels, driving a 15% increase in client engagement.
- Designed compelling promotional materials to align with the brand's high-end image and appeal to premium clientele.
- Collaborated with cross-functional teams to maintain consistent messaging across campaigns and touchpoints.
- Analyzed campaign data using Google Analytics to inform advertising strategies, enhancing ROI by 12%.

#### CRM Campaign Manager – Google

Mountain View, CA | July 2022 – May 2023

- Led CRM and digital advertising efforts for global brands, contributing to a 20% increase in campaign effectiveness.
- Created and managed digital ad campaigns, ensuring high engagement rates through creative and targeted messaging.
- Analyzed customer trends using Tableau and Google Analytics, providing actionable insights for marketing improvements.
- Supported high-profile events and product launches, aligning strategies with premium brand standards.

### **Channel Marketing Associate – Meta**

Menlo Park, CA | December 2021 – June 2022

- Executed social media strategies for luxury and high-profile clients, increasing audience engagement by 30%.
- Planned and coordinated exclusive events, enhancing brand visibility and customer loyalty.
- Provided insights into market trends and audience preferences to refine marketing strategies.
- Designed creative assets using Adobe Creative Suite to elevate the visual appeal of campaigns.

### **Email Marketing Strategist – Cisco Systems**

San Jose, CA | July 2021 – December 2021

- Managed comprehensive email marketing campaigns targeting high-value customer segments, achieving a 25% boost in engagement.
- Coordinated with creative teams to ensure campaign visuals aligned with premium brand standards.
- Monitored and optimized marketing efforts through detailed performance reports and analytics.

### **Marketing Specialist - HITACHI Chemicals America Inc**

San Jose, CA | Feb 2020 - June 2021 (Full Time)

- Designed 6 multi-level email automation campaigns in Eloqua
- Increased email open rates from 3.5% to 10.81% on average
- Created quarterly 8-12 page marketing newsletters with infographics that increased product sales by 30%
- Strong B2B Content Marketing and writing abilities with demonstrated examples throughout newsletters

### **DAS Systems, Digital Marketing/Relationship Associate**

Campbell, CA | Jan 2016 - Feb 2020 (Full Time)

- An early pioneer in Social Media Marketing by creating, editing, and posting original social media marketing content to express/showcase
- Collected data, analyzed trends, datasets, identified strategic recs, and delivered insight to help grow the company

### **Education**

M.S., Marketing – Berkeley Haas School of Business | Berkeley, CA | Expected: Sept. 2023

B.A., Business Administration – Notre Dame De Namur University | Belmont, CA | May 2020

### **Achievements**

- Successfully led multi-channel marketing campaigns for premium brands, achieving high engagement and ROI.
- Organized luxury events and social media initiatives that enhanced brand reputation and client satisfaction.
- Proficient in Adobe Creative Cloud, ensuring top-tier design quality for marketing assets.