**Andrew Lynch**130 Manor Drive 770.314.1966

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**Summary**



High impact marketing executive offering a solid track record in building sales momentum and brand recognition. Exceptional achievement designing and executing strategic marketing plans for B2B and B2C industry leaders. Talent for developing consistent, powerful sales and brand messaging across all communication channels in regional / international markets.



### Professional Expertise



* Managed multinational indirect sales campaigns through mail, email, social media and search engine advertising generating $6MM+ average annual revenue.
  + 16% average year-over-year revenue growth for key products and 8% net customer count increase, on average, across product lines annually.
* Directed marketing coordinators, social media professionals, and external advertising, printing and brand identity partners.
* Responsible for advertising budget, creation and execution included TV, radio, web, print, direct mail and email campaigns targeting audiences in the United States, Canada, and Latin America.
* Developed and launched co-branding partnership initiatives, increasing sales, awareness and Internet traffic for all involved parties.
* Managed fundraising and social responsibility initiatives for various organizations partnering with the March of Dimes and Muscular Dystrophy Association.
* Spearheaded corporate website design and redesign projects, including customer response and interactive tools with a focus on SEO and SEM improvement.
* Led corporate tradeshow presence for several organizations, included development of client space, sales and marketing collateral, and brand identity items.
* Consulted for Microsoft’s Usability Group and Graphics Product Unit on PowerPoint and additional Microsoft Office features.



### Employment History



**Mercer Consulting, Atlanta, GA**  
Senior Associate, Senior Marketing Strategist 2011 to Present

**Irving Energy, Portsmouth, NH**

Manager, Residential Marketing 2008 to 2011

**Sprague Energy, Portsmouth, NH**

Manager, Marketing Communications 2003 to 2008

**EPIK Communications, Orlando, FL**

Manager, Marketing Communications / Creative Design 2000 to 2003

**Monitor Consulting, Cambridge, MA**

Creative Design Manager, Decision Architects Group 1995 to 1999   
Production Case Team Manager, Monitor Consulting Group 1994 to 1995

**Cunningham Communication, Inc., Cambridge, MA**

Graphics Production Manager 1992 to 1994



### Technical Qualifications



|  |  |
| --- | --- |
| * Microsoft Office Suite   + Word   + Excel   + PowerPoint   + Outlook * Adobe Suite   + Photoshop   + InDesign   + Illustrator   + Dreamweaver   + Flash | * Copywriting / Proofreading / Editing * Social media account and program management * CRM / automation applications including Marketo, Exact Target and Constant Contact * HTML (CSS, JavaScript) * Video / audio editing * Equally comfortable on PC and / or Mac platforms |



### Education



**Westfield State University, Westfield, MA**

B.A. in English, (Journalism Program) 1988 to 1992

Mass Communications certification 1991

Editor-in-Chief, The Owl, (weekly newspaper) 1991 to 1992



### Community Involvement



**Mill Pond Manor Home Owners Association, Fayetteville, GA**

Board Member / Web and Social Media Manager 2012 to Present

**Peachtree City Little League, Peachtree City, GA**

General Manager / Coach 2013 to 2015

**NFL Youth Flag Football, Fairburn, GA**

Coach 2015 to Present