

ANDREEA AYERS

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PROFESSIONAL EXPERIENCE

Boulder, CO

Aug 2010 – Present

AndreeaAyers.com (consulting/blogging)

Freelance Consultant, Blogger

- Write articles on topics of interest to entrepreneurs, including online marketing, public relations, social media, entrepreneurship, starting and growing a business and wholesale/retail
- Coach and advise private clients on how to grow their business via Public Relations and Wholesale/Retail
- Created and launched online e-courses on “How to get your products in stores” and “How to get your products in magazines”
- Wrote “T-shirt Profits: How to start and grow your own t-shirt business” e-book
- Contribute articles to relevant and influential blogs on a regular basis
- Create editorial calendars, public relations calendars, social media and marketing calendars
- Develop and launch new online courses on various topics relevant to entrepreneurs
- Create sales pages for upcoming information products
- Teach in-person workshops on various business topics, including marketing and public relations
- Lead monthly local mastermind group meetings for SavorTheSuccess.com

Boulder, CO

Oct 2006 – Feb 2011

Tees For Change (fashion/apparel)

Founder

Successfully launched Tees For Change in the rapidly growing eco/organic apparel market resulting in distribution in over 300+ outlets in the US and internationally

- Developed and executed fully integrated marketing plan to create immediate interest and awareness of Tees For Change among eco, yoga, spa and fitness influencers and enthusiasts (supporting both the retail and wholesale businesses)
- Managed all online and offline marketing, including SEO, PPC, SEM, consumer and trade events, contests and community building through social media
- Developed year-long PR plan and secured over 200 media placements in top outlets
- Direct oversight and development of e-commerce website, including seasonal product shoots and copywriting
- Developed and executed email marketing program including lead generation programs resulting in a database of over 3,000 emails within the first six months
- Hired and trained consultants and sales people
- Managed all customer service efforts

New York, NY

Jan 2006 – Oct 2006

New York University (education)

Assistant Manager, Direct Marketing

- Assist with development and management of direct mail and outbound e-mail strategies for School's student acquisition and retention programs
- Develop and select targeted mailing lists; manage relationships with vendors to ensure timely mailing of direct mail pieces; and oversee internal and external fulfillment of direct marketing efforts
- Analyze outreach database to recommend effective marketing strategies to potential and current students
- Manage development and implementation of outbound e-mail strategies to current students and inquiries; rent e-mail addresses when necessary to attract new inquiries or promote programs and events; ensure proper deployment of e-mail messages

New York, NY

Jul 2005 – Oct 2006

Ideal Bite (online media)

Marketing Manager

- Managed all initiatives related to driving subscriber acquisition and grew subscriber base from 10,000 to over 100,000 in one year
- Developed CPA affiliate marketing programs by seeking out new affiliates partners, designing affiliate promotions, negotiating contracts and rates and reporting on all transactional and conversion statistics
- Established partnerships with over 100 businesses to cross-promote

- Worked with VP of Sales to sell advertising

New York, NY

Jul 2002 – Dec 2005

The Green Guide Institute, www.thegreenguide.com (non-profit consumer publication)

Publication Associate/Marketing Manager

- Managed and implemented all online marketing efforts, including weekly e-mail campaigns, banner ads, link exchanges, affiliate programs, coupons and subscription pages
- Designed, deployed and analyzed online consumer surveys
- Implemented offline marketing programs, managed tradeshows and consumer events/expos
- Sold and managed all online and offline advertising and served as primary contact for advertisers
- Created data files for membership acquisition and renewal mailings, prepared all renewals for the mail shop, and updated monthly financial report and membership status
- Wrote, fact checked and edited articles for web and print
- Served as the primary interface with individual subscribers to *The Green Guide*, ensuring that all written, e-mail, and phone inquiries are given a prompt reply

New York, NY

Eyecloud Consulting (publishing)

Mar 2005 – Jul 2005

Writer/Publisher

- Self published The Green Apple, a coupon book and guide to healthy living in NYC
- Recruited over 200 companies to offer coupons in the book
- Managed all aspects of production, marketing, retail and wholesale sales
- Established partnerships with local and online businesses to drive purchases
- Managed all consumer tradeshows

New York, NY

Jan 2000 - Jun 2001

Fulcrum Analytics (market research)

Quantitative Research Analyst/Account Manager

- Managed online quantitative research projects, marketing and e-mail campaigns
- Designed questionnaires; analyzed and interpreted data using appropriate statistical methodologies; wrote and presented research findings to clients and internal staff
- Developed and maintained client relationships in the travel, leisure, financial, retail, e-commerce, health, telecom, and entertainment industries
- Managed competitive analysis, customer satisfaction, customer database, visitor profile, segmentation, concept and ad testing, and conjoint analysis studies
- Assisted with writing of research proposals
- Co-wrote *Privacy Best Practices* and *Online Parents* and wrote *Data Collection Best Practices* white paper

New York, NY

Apr 1999 - Dec 1999

NorthStar Interactive (market research)

Quantitative/Qualitative Research Analyst

- Managed quantitative and qualitative online research projects, including web site usability, concept testing, pre/post advertising testing, tracking and visitor profile studies
- Drafted surveys, tabulated results, analyzed data, prepared and presented research findings
- Drafted discussion guides, moderated online focus groups, drafted reports and presented findings
- Responsible for project development, budget managing and tracking, projections and schedules
- Assisted in writing research proposals and developed online panel database of 30,000 members

EDUCATION

Ithaca, NY

Cornell University, B.S., Business Management and Marketing

London, England

Goldsmith's College, University of London, Study Abroad Program

SKILLS

- Search Engine Optimization (SEO), Search Engine Marketing (SEM), Pay Per Click (PPC), Cost Per Action (CPA)
- Social Media – Facebook, Twitter, LinkedIn, YouTube, Google +
- Affiliate Marketing (both as a merchant and vendor)
- Microsoft Office (Word, Excel, Access, Power Point), Microsoft Outlook, Eudora, Microsoft Windows
- Photoshop, DreamWeaver, HTML