

ANDREW RUSSO

MARKETING DIRECTOR



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Grand Rapids, MI

ABOUT ME

Creator of Great Lakes Made, Gone Beachin, and 100+ online business tools utilizing WordPress development and PHP Scripts. Built an audience of 100,000+ shoppers, local businesses, and tourists. Enhanced businesses with Web Design, Marketing, SEO, and Graphic Design practices. Approaching 30% business growth as a Marketing Director for nearly 3 years.

EDUCATION BACKGROUND

2009-2014

BFA Graphic Design

University // Central Michigan University // USA

2010-2014

Business & Marketing

University // Grand Rapids Community College // USA

SKILLS

TECHNICAL

□ □ ■ ■ ■ ■ ■ ■ ■ ■	Web Design
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WORK EXPERIENCE

2017 - 2020

Marketing Director

ProKitchen Software

Worked directly with the VP of Sales & Marketing and the founders of the company to introduce and present campaigns on a weekly basis with my marketing team. Completely rebranded the company from their logo to their website while optimizing off-page strategies for lead generation.

- 20-30% business growth year-over-year
- Introduced the company to new Mailchimp campaigns, Facebook Ads, Google Ads, LinkedIn Ads, and SEO strategies to enhance their online presence.

2016 - 2017

Graphic Design & Marketing Specialist

Macatawa Bank Corporate

Worked in a corporate environment to create new marketing and promotional strategies as the bank with 26+ branches re-branded their company and campaign strategies to target small businesses.

- Created digital assets that aligned with the company re-branding
- Crafted marketing copy and designed to make an impact and convert small businesses to choose Macatawa Bank.

2016 - 2017

Co-Founder

Print Rapids - Screen Printing & Sublimation

Opened a custom screen printing shop along with the Gone Beachin brand. This transformed our business model from B2C to B2B operations. Performed all roles from accounting to design setup for our screen printing equipment.

- Created mockups for clients and prepared design setup for screen printing, sublimation, and vinyl graphics.
- Developed website frontend design and integrated custom apparel designer for Print-On-Demand services.

