

ANDY AMENDOLA

MARKETING EXECUTIVE WITH DIGITAL AND SOCIAL EXPERTISE

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Passionate, creative and dedicated marketing executive with 15 years of experience working across a range of agency and client side businesses. Breadth of expertise across digital strategy and social media strategy through to execution, content strategy and development, brand building and integrated communications for CPG and consumer brands. Detailed business understanding of a wide range of clients across various industries, with additional depth of experience in large CPG organizations. Skilled at building and managing teams that execute social media content and customer engagement programs at the speed of digital, while handling complex and matrixed client organizations. Highly motivated and collaborative contributor to all facets of an organization's success, from the business to the people, culture and purpose.

• Core Competencies •

- ▶ Brand Building and Brand Communications
- ▶ Integrated Communications Planning
- ▶ Strategic Planning and Brief Development
- ▶ Digital, Mobile and Social Strategy and Execution
- ▶ Customer Engagement and Loyalty Programs
- ▶ Media Planning and Buying
- ▶ Building teams for Social Content + Community Management
- ▶ Consumer segmentation, Customer Journey Research, and Insights
- ▶ Influencer and Advocacy programs
- ▶ Management and Oversight of Creative Content
- ▶ Multicultural Marketing
- ▶ Branded Entertainment + Emerging Media
- ▶ Center of Excellence Development
- ▶ Setting up organizations for Social Media
- ▶ Team Building, Management and Retention
- ▶ Vendor/Partner Selection and Management

• Client Experience •

P&G	Kraft	Campbell's	Food and Beverage	Other CPG	Spirits and Beer	Entertainment	Automotive	Tech and B2B

- 2018 - Current
MIA
- **Innovative Cancer Institute** – A state-of-the-art cancer treatment facility developed by my parents, Dr. Beatriz and Dr. Marco Amendola.
- VP of Marketing and Business Development**
- Taking on various responsibilities and updating marketing approach to help drive patient growth, increase customer satisfaction and loyalty, and expand the business internationally.
- 2015 - 2018
MIA
- **The Community + Sapient** – The Community is an award-winning, top-10 US agency specializing in marketing to today's cross-cultural world. Acquired by Sapient, a global technology agency, in 2014.
- Senior Director of Digital Strategy and Media**
- Brought on to build and lead the digital department, which transformed the shop into a truly integrated agency, helping to drive growth by 3X, win many new clients and awarded Ad Age's A-list top 10 agency for three years in a row.
- Developed the digital competency of the agency, created agency approach to internal digital education, hosting regular sessions with digital SMEs and partners such as Facebook & BuzzFeed
 - Lead the agency with interview and quotes in major publications including Adweek, AdAge, CNBC, Mobile Marketer and Digiday with over ten quotes in a single year
 - Pioneered the redesign of all social content for the Sauza Tequila account across all channels, leading to record engagement up 59% and community growth up 459% on Instagram alone.
 - Lead the integrated channel planning and paid media planning for BMW US Hispanic, selling programs at the national, regional and dealership level – results showing CTR 2X the general market benchmark and increased sales over 12% in key Hispanic zip codes for South FL region.
 - Developed the Hispanic digital strategy for Kroger Family of Companies including design and development of the first ever bilingual grocery store website made uniquely for Hispanic shoppers, that drove the customer affinity and CRM loyalty card sign ups
 - Strategic lead for a first of its kind Facebook Live campaign that included 30 days of influencers with live video for Verizon Wireless that achieved highest ever ad recall (+ 16pt for live video) for any Verizon Facebook campaign and increased consumer favorability for the brand
- Reason for leaving: After 3.5 years at the agency, I decided to take a brief sabbatical from the advertising world to join forces with and support my parents' practice, contributing to our family business in a time of growth.
- 2014 – 2015
MIA
- **Y&R Miami** – Young & Rubicam's hub in Miami servicing US Hispanic and LatAm clients.
- Director of Digital Strategy**
- Led social and digital shopper marketing efforts for a variety of US Hispanic and Latin American clients.
- Developed the digital/social strategy for Coors Light US Hispanic, including a soccer engagement strategy, growing customer engagement on social, making two new hires and increasing digital production business for the agency
 - Led digital strategy for SC Johnson US Hispanic brands including Glade and Scrubbing Bubbles
 - Partnered to create the social media strategy for Dell LATAM consumer and commercial businesses
- Reason for leaving: Left to take a greater leadership role as head of digital in an agency poised for explosive growth.
- 2014
NJ
- **Campbell's Soup Company** – An iconic brand and global food company headquartered in Camden, N.J., with annual sales of approximately \$8 billion.
- Head of Social Media Strategy, Freelance**
- Hired by the Chief Digital Officer as interim head of social media to lead strategy across all brands located at Campbell's North America HQ.
- Worked with brands to consolidate unnecessary social media properties and optimize existing ones in order to drive more customer engagement
 - Developed a V8 Masterbrand digital strategy to maximize potential of sub brands and launch new ones for increased consumer awareness, engagement and loyalty.
 - Led the social media launch of the latest Campbell's Chunky Soup "Mama's Boy," campaign which generated over 10 million organic social media impressions
- Reason for leaving: Although a full-time offer was made, my wife and I decided to move out of the Northeast to return to my hometown of Miami to raise our children closer to family.
- 2013 - 2014
NYC
- **Fanscape & The Marketing Arm** – Fanscape is a social marketing agency focused on CPG and Entertainment brands that was later acquired by The Marketing Arm, a full service agency based in Texas.
- Director of Strategy**
- Head of Strategy in the newly opened NY division of Fanscape Social Agency, hired to expand East Coast presence, which was achieved with a series of new business wins.
- Oversee social strategy through to execution on all brands run out of the New York office including Snickers, TruTV, HISTORY, Mobil 1, as well as other smaller projects and business development
 - Created a social media strategy for TruTV which led to a 40% increase in engagement after two months of management
 - Developed and led execution of social strategy for Frito Lay's Smartfood; which Facebook includes as a best in class example of social content
 - Led strategy for the launch of HISTORY's World Wars TV event, including first ever media partnership with QuizUp, garnering over one million games played for the branded in-app integration
- Reason for leaving: The Marketing Arm and BBDO leadership asked me to take the Campbell's role as a way to strengthen their relationship with the client and it was a great opportunity to explore a client-side opportunity.

- 2011 - 2013
NYC
- DeVries Global** – A global PR Firm headquartered in NYC with P&G as its major client.
Director of Digital Strategy
As head of digital strategy, significantly increased the capabilities and services offered to our clients. Responsible for bringing in over \$1.5MM incremental agency fees in first 18 months.
2010 - 2011 (NYC)
- Oversaw all digital/social strategy and community management for the New York office across all accounts at the agency, working closely with internal business leaders and external clients (client list includes a wide variety of P&G Brands, Sam Adams, Gallo Wines, Pepperidge Farm, and Tyson)
 - Significantly increased the capabilities and services offered to our clients, primarily driven by increased social media strategy work, community management, content creation and visual design and responsible for bringing in over \$1.5MM incremental agency fees in first eighteen months
 - Developed the community management department, taking the agency from managing the social communities for two P&G brands to over eleven brands, as well as developing social media content Collaborated in Social PR campaign that has amassed over 820 million media impressions
- Reason for leaving: After two years of building a digital practice, the agency was not committing resources to fully invest in the social media space and I therefore sought opportunities elsewhere in order to continue expanding my area of expertise.
- 2010-2011
NYC
- 360i** – Award-winning and highly innovative agency specializing in digital marketing.
Senior Digital Strategist
Led digital strategy for a variety of CPG clients and responsible for substantial organic client growth.
- Led digital strategy for the Guinness account, including development of the 2012 digital plan and upcoming mobile, community and customer ambassador programs
 - Crafted digital strategy for Kraft Singles including launch of Facebook and Twitter communities to drive brand affinity and loyalty
 - Participated in bringing several new Kraft Cheese Digital AOR accounts to the organization, including Velveeta, Kraft Natural Cheeses and Cracker Barrel
 - Published thought leadership content on various CPG topics, including a 34 page playbook on digital coupons (<http://www.slideshare.net/360i/coupons-in-the-digital-age-a-360i-playbook-for-cpg-brands>)
- Reason for leaving: I was provided a unique opportunity with greater leadership potential at a smaller agency where I could make a far greater difference and hone my CPG marketing skills.
- 2008-2010
NYC
- Ogilvy Interactive** – Digital branch of one of the original Madison Ave brand advertising agencies.
Senior Digital Strategist
Developed digital strategies for website development and redesign, social media, lead generation, and digital marketing for key CPG and B2B accounts.
- Reason for leaving: After two years at the agency, I felt I had plateaued in growth considering the organization was not as nimble in the digital space.
- Summer 2007
NYC
- NBC Universal** – Worldwide mass media conglomerate owned by Comcast and headquartered at Rockefeller Plaza.
MBA Intern - Digital Media, Marketing and Ad Sales NYC
Reason for leaving: Was only a temporary internship in between 1st and 2nd year at business school.
- 2004 - 2006
NYC
- Wing / Mediacom Latino** – Wing, previously Wing Latino, is the main Hispanic agency within Grey Global Group.
Multicultural Media Planner
Reason for leaving: Received a fellowship to attend Business School at NYU full time in order to learn analytical and business strategy in order to face the change in media and marketing brought on by the digital revolution.
- 2003 - 2004
- Universal McCann** – A global media agency, member of Interpublic Group.
National Broadcast Assistant Media Buyer
Reason for leaving: Recruited to join a new media team at Wing – curious to learn about media beyond the limited scope of buying ad space.

• Education •

NEW YORK UNIVERSITY - LEONARD N. STERN SCHOOL OF BUSINESS – GRADUATED MAY 2008
Master of Business Administration, - Marketing and Entertainment, Media and Technology

EMORY UNIVERSITY - GOIZUETA BUSINESS SCHOOL – GRADUATED MAY 2003
Bachelor of Business Administration, International Business and Marketing

• Additional Info •

- ▶ Language Skills: fluent in Spanish, proficient in French
- ▶ Thought leader who is frequently quoted in industry press, see *linkedin profile* for links to articles
- ▶ Husband to @AngelaAmendola and Father to two amazing and rowdy kids, Blanca and Joaquin

• Hobbies •

