



ANDREW GERMER MARKETER

ANDREWERGERMER.COM

18839 ROUNDTREE DRIVE, OREGON CITY, OREGON, 97045

949.291.7902

ANDREWERGERMER@GMAIL.COM

LINKEDIN.COM/IN/GERMER



ABOUT ME

CURRENTLY SEEKING FULL-TIME WORK IN THE PORTLAND AREA, I AM A PASSIONATE AND TALENTED DIGITAL MARKETER WHO ENJOYS LIVING EQUALLY IN THE CREATIVE AND ANALYTICAL WORLDS.

I THRIVE IN ENTHUSIASTIC ENVIRONMENTS AND LOVE WORKING WITH PEOPLE WHO LOVE DOING WHAT THEY DO. YOU CAN VIEW WORK SAMPLES AND RECOMMENDATIONS IN MY DIGITAL PORTFOLIO AT ANDREWERGERMER.COM.

TOP SKILLS

SOCIAL MEDIA MARKETING	10
ORGANIC & PAID MEDIA	10
EMAIL MARKETING	9
PRESENTATIONS & SPEAKING	9
WORDPRESS & CMS	8.5
ANALYTICS & REPORTING	8.5
SEO & SEM	8
GRAPHIC DESIGN	8
MOBILE MARKETING	7.5

OUTSIDE THE OFFICE

2007-2015: DJ & ELECTRONIC MUSICIAN

- PERFORMED AT 150+ LIVE EVENTS
- RELEASED 15+ REMIXES AND TRACKS

2015: DIGITALCARDVALUES.COM

- DESIGNED & DEVELOPED SITE TO REPORT MARKET VALUE OF DIGITAL TRADING CARDS

2014: KNOWYMARKETING.COM

- DESIGNED & DEVELOPED SITE TO SERVE AS PORTFOLIO & LEAD GENERATION SOURCE

2014: BRANDBALE.COM

- DESIGNED & DEVELOPED SITE TO SELL BRANDED BUSINESS DOMAINS & LOGOS

EDUCATION

- 2006-2008 **MASTER OF BUSINESS ADMINISTRATION, MARKETING**
PEPPERDINE UNIVERSITY LOS ANGELES, CA
- 2004-2006 **BACHELOR OF BUSINESS ADMINISTRATION, MARKETING**
CAL STATE UNIVERSITY, FULLERTON FULLERTON, CA

WORK EXPERIENCE

- 2014-2015 **DIRECTOR OF MARKETING**
SQOR SPORTS SAN FRANCISCO, CA
- DIRECTED PAID AND ORGANIC CAMPAIGNS FOR MORE THAN 1,500 ATHLETES, INCLUDING: BRETT FAVRE, ODELL BECKHAM, JR. AND CANDACE PARKER
 - LAUNCHED THREE PERSON MEDIA SERVICES DEPARTMENT THAT LEVERAGED ATHLETE SOCIAL NETWORKS TO DRIVE MOBILE APPLICATION INSTALLS
- 2014 **FOUNDER & OPERATOR**
KNOW Y MARKETING SAN DIEGO, CA
- FOUNDED THIS DIGITAL MARKETING AGENCY SPECIALIZING IN USING SOCIAL, LOCAL AND MOBILE STRATEGIES TO REACH THE GENERATION Y (MILLENNIAL) AUDIENCE, GENERATED ANNUAL REVENUES OF \$72,000 IN 2014
- 2012-2014 **DIRECTOR OF MARKETING**
BRIM AGENCY SAN DIEGO, CA
- LAUNCHED THIS AGENCY'S SOCIAL MEDIA, LOCAL SEARCH & MOBILE MARKETING DEPARTMENTS, GROWING MONTHLY DEPARTMENT REVENUES TO \$36,000
- 2011-2012 **DIRECTOR OF MARKETING**
SAMBREEL LLC SAN DIEGO, CA
- DEvised AND EXECUTED COMPREHENSIVE CROSS-PLATFORM MARKETING STRATEGY TO GROW STARTUP SOFTWARE PRODUCT OVERAPPS TO 70,000 USERS IN FIRST 6 MONTHS OF BUSINESS (PRODUCT NO LONGER EXISTS)
- 2009-2012 **MANAGER OF SOCIAL MEDIA STRATEGY & INNOVATION**
FANSCAPE HOLLYWOOD, CA
- DEVELOPED AND INITIATED CREATIVE MARKETING STRATEGIES FOR SOCIAL PROPERTIES OF TOP TIER CLIENTS, INCLUDING: M&M'S, NOKIA. AND GAMESTOP
- 2007-2009 **MANAGER OF DIGITAL MARKETING**
FARMERS & MERCHANTS BANK LONG BEACH, CA

PODCASTING EXPERIENCE

- 2014 **CO-HOST, PRODUCER**
OWNING YOUR OWN SAN DIEGO, CA
- CREATED THIS ITUNES TOP-RANKING BUSINESS PODCAST PROVIDING NEWS, ADVICE & ENTERTAINMENT FOR MARKETERS, CREATIVES & ENTREPRENEURS
- 2013 **CO-HOST, PRODUCER**
WIN THE WEB SAN DIEGO, CA
- CREATED THIS INTERNET MARKETING PODCAST FOR SOCIAL MEDIA & SEO
 - 130 EPISODES ACHIEVING 25,000 TOTAL LISTENS IN 150 DIFFERENT COUNTRIES