

Andy R. Newbom

830 E st. Apt E, Coronado, CA 92118 | AndyNewbom.com 619-359-7443
[LinkedIn](#) | [Facebook](#) | [Google+](#) | [Twitter](#) | [Klout](#) | andynewbom@gmail.com

Social Media Marketing Manager

Who I Am

Team Leader | Social Media Champion | Marketing Strategist | Innovative Problem Solver

Social media tools and technologies champion, with a track record of creating and implementing successful social media programs to deliver compelling benefits and conversion. Evolve with changing technologies in online social networking, marketing strategy, SEO and Web 2.0, and manage teams to create innovative, effective campaigns that deliver brand engagement and deliver conversion and incremental revenue.

What I've Done

Senior Social Media Manager

Whatsupelsalvador.com, El Salvador

Dec. 2010-May 2013

Travel & Expat blog – Online Marketing

- Built a niche wordpress blog into the top 100 most visited sites in El Salvador in 14 months
- Oversee, analyze, & improve monthly marketing projects while conveying product successes
- Integrated Adwords, Analytics, affiliate and paid advertising spots, SEO, SEM, guest blogging, tagging & community building

Director of Marketing

Brew Revolution SA de CV, El Salvador

June 2011-May 2013

Craft Brewery – Consumer Product

- Manage day to day operations of 4 sales and marketing specialists to build a new Craft Beer brand
- Created an integrated Social Media campaign to generate 250k engagements to deliver 132% increase in direct revenue, and long term loyalty.

Sales and Marketing Manager

Barefoot Coffee Roasters, Inc, San Jose, CA

Sep. 2003-Dec. 2010

Specialty Coffee - Consumer Product

- Overhauled company into world recognized brand with \$2M+ in annual revenue and sold company
- Executed long term Social Media and Community building programs that are still paying dividends

Sr Product Marketing Manager

Gadzoox, Inc & Promise Technology, San Jose, CA

Sep. 1999-Sep. 2003

Storage Hardware – B2B Technical Products

- Engineered PRD's & MRD's for multiple, highly complex products that resulted in over \$25M revenue
- Crafted and executed comprehensive marketing strategies including events, trade shows, influencer marketing, PR and online marketing

Where I've Learned

UCSD –Certificate of Marketing –1997-1999 | Mastering the Complex Sale – 2000 | Social Fresh West

Where I Excel

Conceptual

Integrating online marketing channels
Communicating complex or foreign ideas simply
Creating and implementing integrated marketing strategies
Analyzing and synthesizing complex problems into specific solutions
Turning business objectives into Marketing deliverables
Exceptional communication with all levels in an organization

Concrete

Leading creative teams to achieve business objectives
Developing Wordpress blog projects
Growing Social Media engagements
Analysis and synthesis of analytics and reports
Multi-tasking and multi-project organization
MRD, PRD, business case and white paper creation

