

ANDREA SCHELL

MARKETING & STRATEGY

CONTACT

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- about.me/andreaschell
- Los Angeles, CA

SKILLS

- Marketing Campaign Strategy
- Team Building & Leadership
- Brand Management
- Content Development
- Building Partnerships
- Negotiations
- Logistics
- Operations
- Budgeting
- Public & Media Relations
- Journalism/Reporting
- Commercial/Video Production
- Natural techy
- Location Scouting

PROFILE

Hands-on marketer with a millennial mindset. Over 10 years experience developing and managing strategies, content, scheduling, and staffing for product launches, tours, and other live/online events such as tradeshow, outdoor events, sporting events, and guerilla samplings.

Employer roster includes: Big Rig Media, Kobe Digital, BeCore, SeedX, Eclipse, Midnight Oil, The Search Agency, Salted Stone, and others.

Client roster includes: Adidas, iPhone, ESPN, Crown Royal, Red Umbrella Insurance, Jimmy Dean, Twitch, National Tire, Acai For All, and others.

RELEVANT EXPERIENCE

2019-Present | NEW BUSINESS PRODUCER & STRATEGIC DEVELOPMENT *ContentNow* | Los Angeles, CA

For this content creation company, responsible for growing partnership development with products, influencers, and celebrities.

KEY RESPONSIBILITIES & RESULTS

- Strategy & Partnerships:** Using personal network and outreach, developing a health and wellness documentary.

2017-2018 | MEDIA MARKETING MANAGER *"Digital Money" Conference* | Los Angeles, CA

For this conference, managed media and marketing initiatives including content development, social media outreach, public relations, and partnership development. 500+ attendees.

KEY RESPONSIBILITIES & RESULTS

- Marketing Strategy and Outreach:** Developed marketing strategy to drive traffic and strengthen email list. Helped to build contributor network to strengthen brand image and awareness. Developed and maintained media partnership with industry publications. Sponsorship outreach.
- Content Creation:** Generated original news and blog posts for website. Wrote weekly newsletter. Sourced content from whitepapers, guides, and industry reports. Social media posting and engagement. Ensured day-of content uploaded in real time.
- Leadership:** Managed on-site media teams for video, photography, and interviews.

2017 | EVENT TOUR MANAGER *Evolution, Inc.* | Chicago, IL

On-site contact for experiential marketing campaigns across the U.S.

KEY RESPONSIBILITIES & RESULTS

- Leadership & Logistics:** Point of contact for all staff and partners. Ensured all events ran smoothly.
- Tours:** National Tire CNR and PMI games; Acai For All activation.

2016 | EVENT TOUR PRODUCTION MANAGER *BeCore* | Los Angeles, CA

Accountable for day-to-day operations for six city tour for Acai For All. Cities included: Los Angeles, Boston, New York, Raleigh, Miami, and Austin.

KEY RESPONSIBILITIES & RESULTS

Leadership & Logistics: Staff recruitment and training, managing regional team, overall monitoring of field staff. Route planning, event selection, activation experience and

EDUCATION

BA, Broadcasting
Eastern Illinois University
2009

SOFTWARE

- Word, Excel, Powerpoint, Keynote
- Asana, Basecamp
- Dropbox, G-drive

INTERESTS

- Wildlife Conservation
- Exponential Technologies
- Community Development
- Travel (Domestic & International)
- Soccer

EXPERIENCE (cont)

footprint, permitting, product quality control, staffing, vehicle maintenance, and merchandise management.

- **Budgeting:** In coordination with Director of Production, managed \$1.5 million marketing budget. Monitored and managed budgets, flows of POs, and vendor invoices. Prepared and negotiated vendor bids. Managed regional team expenses.

2015 | PRODUCT TOUR PRODUCTION MANAGER

Edge Experiential Marketing | Chicago, IL

Working closely with account teams, responsible for bringing all aspects of projects to life for this live event marketing company.

KEY RESPONSIBILITIES & RESULTS

- **Leadership & Logistics:** Staff hiring and training. Point person for all event locations. Developed and maintained relationships with local sponsors. Organized scheduling and route, transportation, housing, event location, insurance, permits, ProCim reporting and payroll, ordering and upkeep of all assets and collateral, ensured staff arrived on time, and proper breakdown of events took place. Managed inventory and premiums.
- **Tours:** Jimmy Dean "Breakfast Your Way"; Mr. Say Clean Day Retail Activation; Adidas activation; and others.

2013 - 2014 | FREELANCE MARKETING EVENT TOUR MANAGER

Various Marketing Companies | Various Cities

For companies Big Rig Media, Kobe Digital, SeedX, Eclipse, and Midnight Oil, managed all aspects of product launch and product awareness tours.

KEY RESULTS & HIGHLIGHTS

- **Leadership & Logistics:** Staff hiring, training, and management. Point person for all event locations. Organized scheduling and route, transportation, housing, event location, and insurance. Ensured product and display materials accounted for.
- **Tours:** College tour for launch of iPhone 7; launch of Crown Royal's "Blenders Mash" and "XO"; Adidas "Get in the Game" at 24 Hour Fitness; KMart/Trek Activations; Twitch Channel Spring Events Tour; Red Umbrella Darts Activation.

2011 - 2012 | MARKETING MANAGER

HKM Beverages | Chicago, IL

For this energy drink company, oversaw all aspects of lead generation, scheduling, execution, and brand management of 150+ events in the Chicago area and 25+ events for an 11 state tour.

KEY RESPONSIBILITIES & RESULTS

- **Marketing:** Responsible for maintaining overall brand image across all platforms, media, and events. Developed and implemented social media campaigns for events, designed social media materials, managed social media calendar.
- **Leadership:** Staffing/training of teams for events and outreach. Liaison between FRS and Chicago-based influencers, responsible for recap and reporting after each event. Maintained and processed HKM product inventory for events.
- **Budgeting:** Regularly oversaw and operated within \$50K+ for events including managing payroll, vendors, and expense reports.