

ANDREW BLOOMBERG

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VICE PRESIDENT | MANAGING DIRECTOR | OPERATIONS OFFICER

Motivated Teams, Streamlined Operations, Market Presence, Business Growth

Sought-after executive with effective combination of marketing, staff leadership, and business acumen. Proven marketing and operations expertise with evolving and growing businesses. Strong ability to develop new business and create unique and successful marketing strategies. Recipient of numerous marketing/advertising awards. Equally adept at planning and improving business operations. Known for developing positive corporate cultures that engage and motivate staff.

Executive Strengths

Staff Leadership | Strategic Planning | Integrated Marketing Strategies | Client Relationships | Public Speaking
Federal Bid Development | Group Facilitation | Business Development | P&L Oversight | Team Management

PROFESSIONAL EXPERIENCE

ALL Marketing | Woburn, MA | 2016–present

Vice President

Recruited to provide strategic direction, business development, and oversight of applied research company's \$20M prospect and client portfolio. Develop and maintain high-level client relationships, contribute to organization-wide management, business growth strategy, workplace culture, and business process improvement.

MA for Vets | Boston, MA | 2015–2016

Chief Business Officer

Sought out by CEO to improve donor and marketing-related operations for this \$28M nonprofit assisting critically injured military veterans. Managed 3 direct reports overseeing marketing, donor relations, and development operations.

- Within 2 months of hire, successfully completed organization-wide conversion from Salesforce.com to Raiser's Edge following 6 months of stalled migration efforts by instituting mandatory staff training on new software. Better use of software increased financial record accuracy and enhanced donor communication and prospecting.
- Created new organizational staff structure to facilitate staff communication, accountability, leadership, and career growth opportunities for 80-person virtual organization.
- Implemented theme-based content strategy that increased message consistency, delivery, and response rates across 10 digital platforms.

YourStudio | Burlington, MA | 2009–2015

President (2013–2015) | Executive Director (2009–2013)

Transformed traditional ad agency into award-winning digital marketing firm. Turned around growing Nashville-based 80+ staff advertising firm following cancellation of largest federal contract. Refocused and restructured company to optimize specialized resources and grow capabilities and new business.

- Diversified client portfolio from 1 to 10 clients, securing digital business from new as well as existing accounts, including exclusive \$1.5M digital contract from National Business Association.
- Expanded federal and nonprofit partnerships, securing business from new accounts, including Entertainment Studios Networks, National Wildlife Federation, U.S. Coast Guard, Guardians Plus, and Commonwealth of Pennsylvania.
- Recipient of 20+ awards including Folio's 2015 Design Team of the Year and *Inc* magazine's Build 100 award.
- As executive director, established and led Burlington, MA office to manage multimillion dollar federal contracts that contributed \$8M+ in billings annually.
- Played major role in earning honors as one of the "Massachusetts Best Places to Work" by partnering with HR to implement internal staff training program, create budget for professional development, organize annual family activities, and implement monthly recognition programs.

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American Advertising | Waltham, MA | 2008–2009

Managing Director

Led the Waltham, MA office of national recruitment advertising agency. Oversaw P&L, staff training and hiring, and client growth and retention.

- Managed employee-focused research programs to help clients improve corporate culture, identify qualified clients, and realize greater business results through highly engaged workforce.
- Created and launched first-ever national recruitment advertising campaign for U.S. Customs, which resulted in record-setting number of application submissions from qualified candidates.
- Directed account, media, and interactive departments supporting \$5M+ in client work with the U.S. Department of Homeland Security, United States Citizenship and Immigration Services, Marriott Resorts, and NIH Senior Health.

PTO ADVERTISING | Bedford, MA | 2003–2008

Management Supervisor (2005–2008) | Account Supervisor, San Francisco, CA (2003–2005)

Grew national advertising program for the Navy Reserve from \$50M to \$100M with oversight of 20-person agency team. Achieved goals of generating over 500K qualified leads to enlist over 40K soldiers annually.

- Created nationally recognized, award-winning advertising campaign launched exclusively in movie theaters and on the Internet that doubled lead traffic in 3 months.
- Secured partnerships with NASCAR, WWE, and Monster.com that grew qualified leads and brand awareness.
- Partnered with state broadcaster associations to oversee public service announcement program that returned \$13 in airtime for every \$1 invested.
- Developed new call center business model and staff training program, increasing customer satisfaction from 30% to 96% contributing to increased brand value and high-quality lead generation.

Early marketing/advertising career includes account executive, account supervisor, and advertising/marketing positions with TCP (2002-2003), Palm Advertising (2001-2002), AlwaysBooks.com (1999-2000), and the U.S. Army (1996-1999). Notable achievements:

- TCP: Managed creative and research projects for the Sam Adams Brewing Company to expand market share of multiple established and new brands in the 21-25 year old demographic.
- ALWAYSBOOKS.COM: Formalized and oversaw the recruitment and management of a campus marketing network of 5K+ students. Invented new revenue channel by developing “off-season” business using college student representatives to promote products and services on campus, creating a new category of student-entrepreneurs.
- U.S. Army: Served as infantry officer in unit deployed overseas, and acting as brand manager, developed national advertising campaigns with advertising agency American Advertising for recruitment program, generating leads contributing to 40K+ enlistments annually.

PROFESSIONAL AFFILIATIONS

Board Member | AMERICAN ADVERTISING FEDERATION | Boston, MA chapter

Guest Lecturer | NATIONAL SCHOOL OF COMMUNICATIONS

Programming Director | MARKETING EXECUTIVE NETWORKING GROUP

MILITARY SERVICE

U.S. ARMY | Captain, Fort Hood, TX (1996–1999) | Lieutenant, Barstow, CA (1993–1996)

EDUCATION

BA, Political Science, Cornell University, Ithaca, NY