

A. Keyser

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ANDREW KEYSER

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PROJECT MANAGEMENT STENGTHS

- Manage multi-team projects
- Gantt chart creation
- Process improvement
- Spearhead project implementation
- Critical path planning
- Projects completed ahead of schedule
- Projects completed under budget

Professional Experience

AMAZON PUBLISHING | PROJECT MANAGER & AUTHOR RELATIONS MANAGER | 2013-PRESENT

- Manage and maintain relationships with over 500 authors and illustrators
- Coordinate the creation of marketing launch plans for over 50 books each year
- Successfully planned Seattle-based events attended by over 100 authors
- Develop relationships with industry-specific award organizations getting 30 authors nominated for awards
- Resolve 100+ issues a week, ranging from complex royalty issues to updating information on the Amazon website
- Promoted over 20 books for spotlight email marketing campaigns and successfully drove promotion implementation
- Design promotional materials for over 50 author-driven marketing efforts
- Managed end-to-end coordination of over 40 giveaway campaigns in partnership with Amazon Social Media teams
- Worked with Kindle Design team to streamline and improve UX experience of internal and external Amazon tools

AMAZON PUBLISHING | MARKETING SPECIALIST | 2013

- Planned and executed a new marketing initiative based on the Goodreads social media site that generated 300+ unique visitors to each Amazon Publishing title on the site
- Researched and made recommendations for promotional material production that saved the company \$250,000 a year
- Wrote promotional copy and executed giveaways through the Amazon Vine program to generate positive pre-release press for over 100 titles
- Maintained a library for office use of over 1,000 titles

DRC INTERNATIONAL, INC. | PROJECT MANAGER & MARKETING STRATEGIST | 2012-2013

- Updated and created websites for the company's five international locations
- Rebranded the company through redesigning the logo, business cards, letterhead, and email signatures

- Utilized social media appropriate for a B2B company, including MailChimp, Facebook, Twitter, LinkedIn, and oil and country-specific sites
- Used Adobe Creative Suite for various graphic design projects, including print newsletters
- Created and released dynamic content for monthly newsletters, websites, promotional materials, and social media

TIMBER PRESS | MARKETING INTERN | 2011

- Leveraged existing tools, such as Microsoft Office, to create an inexpensive organizational system to manage more than 75 authors around the world
- Wrote marketing materials used by the national sales force
- Performed extensive research on marketing trends and award organizations, creating reports and recommendations that helped the company better promote their authors
- Created multiple Excel documents that tracked changes in other documents and updated accordingly
- Maintained and utilized interoffice calendars to keep executives on top of their projects
- Other various office tasks including email correspondence, mailing promotional materials, and keeping storage areas clean
- Streamlined publication process by creating project tracking documents that updated in real-time across departments and alerted key stakeholders before deliverables were due

Skills and Qualifications

- Experienced with social media and internet tools such as Facebook, Twitter, LinkedIn, YouTube, Vimeo, Tumblr, WordPress, Prezi, Google Plus, Skype, Hootsuite, Tweetdeck, etc.
- Published in the Portland Book Review and The Whitworthian, an award-winning university newspaper
- Skilled with Microsoft Office Suite, Google Applications, Adobe Creative Suite, and video editing software
- Proficient with Macintosh/iOS and PC/Windows systems
- Detail oriented with special care for organization, task management, and concise communication
- Comfortable working in a team setting or independently
- Proficient with business, journalistic, and social media communication styles
- Skilled in multitasking and juggling several projects at the same time, while maintaining priorities and deadlines
- Experienced with marketing plan development, including:
 - Leveraging social media as a promotional device
 - Establishing a company-specific marketing communication plan
 - Performing a consumer audit of retail space

Education

Bachelor's Degree in Marketing, with a minor in English
 Whitworth University | Spokane, Washington
 Attended: 2007-2011