

Cho Andrzejewski

Marketing Manager

I re-invigorate programs and products, find new ways to reach target audiences, and improve messaging. I'm passionate about good causes, ask tough questions, and bring in a fresh perspective.

EXPERIENCE

Social Media Manager

[San Francisco International Beer Festival](#) Sep 2015 - Apr 2017

- Launched a targeted online advertising campaign on Facebook and Instagram, which accounted for 10% of the total ticket sales
- Strengthened the event's social media presence on Facebook, Twitter, and Instagram with new, regular posts about beer and food vendors, polls, contests, trivia, and relevant news stories
- Increased number of purchasers by 16% and gross revenue by 7.5%, a positive change from the steady decline in ticket sales

Event Chair

[American Cancer Society](#) Jun 2011 - Jun 2013

- Increased the number of participating teams by 250% through community outreach at networking groups, event booths, presentations at local neighborhood groups, and poster in strategic neighborhoods
- Increased the event's fundraising total by 150%, the highest in the event's history
- Secured first-ever corporate sponsors for this event, using networking and cold calls

Marketing Specialist

[State Bar of Wisconsin](#) Oct 2008 - May 2010

- Led the charge on developing and applying a consistent brand look on all company-wide marketing materials, resulting in a fresh, more unified look
- Launched a branding campaign for a new group of product lines, which included developing a new logo, promotional video, and a revamped brochure style
- Managed relationships with over 10 project managers from four departments to create production schedules, revamp their program website pages, and implement a wide range of marketing tactics
- Established processes for both intra- and inter-departmental coordination

Marketing Analyst

[Credit Union National Association](#) Jan 2005 - May 2008

- Developed an award-winning campaign for a main product line, complete with new branding, VIP package mailers, inventive direct mail, targeted email campaigns, interactive photo contest, press releases, marketing videos, and web page
- Raised the number of purchasers for the youth event by 22.2% using a more efficient, effective, and cost-saving mailer
- Managed all the outgoing email communications and successfully introduced and transitioned the marketing team to a new email service
- Developed internal analytic reports using customer database to analyze product sales and purchaser trends over time

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San Francisco, CA

SKILLS

Digital Marketing
Analytics
Marketing
Strategy
Project Management
Event Planning
Social Media
Branding

EDUCATION

Bachelor of Arts

[University of Wisconsin-Madison](#)

May 2004

Journalism (PR and Advertising) and Spanish