

ANDREW HACKER

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Marketing professional with over 10 years of experience in brand strategy with proven track record of tangible business results for market-leading companies. Passionate about creative marketing, aligning business objectives, & maximizing ROI. Core competence in Brand Amplification, PR, Social Media Management, and Enterprise Sales.

PERFORMANCE HIGHLIGHTS

- Oversaw \$6 MILLION+ in contract execution & renewals at BAZAARVOICE for Beauty, CPG & Lifestyle enterprise clients including L'ORÉAL, REVLON, CONAIR, FERRERO BRANDS, MICHAEL KORS, & RALPH LAUREN
 - Developed Omni-Channel Digital Marketing Campaigns & SAAS Strategy with 20+ clients
 - Delivered billions in product impressions, leading to an average 80% increase in buyer conversion for brands
 - Major upsell wins included 22% year-over-year increase in Revlon's 2023 buy and 53% year-over-year increase in YSL Beauty's 2023 buy
- Led new strategies for Digital, Store, & Media at BIGELOW TRADING, EILEEN FISHER & BRIONI
- Previous marketing roles include ZEGNA, BLOOMINGDALES, HERMÈS, & THEORY prior to 2016

PROFESSIONAL EXPERIENCE

BAZAARVOICE Account Manager New York, NY June 2021 – September 2023

Defined and executed Marketing & SAAS strategies for 20+ enterprise clients: industry leaders in Beauty, CPG & Lifestyle verticals including L'Oréal, Revlon, & Ferrero Brands encompassing over \$6 million in revenue.

- **Project Management** Developed holistic marketing & social media campaigns garnering billions in consumer impressions, driving authentic UGC, and ultimately increasing brand sales, engagement, awareness, & ROI for all clients.
- **Leadership & Sales** Managed Sales and Client Success to increase renewals and galvanize market leadership: major wins include 22% year-over-year increase in Revlon's 2023 buy and 53% year-over-year increase YSL Beauty's buy.
- **Internal Partnership** Managed and properly set expectations with both internal and client stakeholders to ensure smooth product launches, meet deadlines, stay within budget, & maximize returns on marketing investments.
- **Data Analysis** Delivered final reports to all clients to recognize ROI and value stories behind all projects, focusing on consumer behavior & metrics to enable data-driven decision-making and refinement of marketing strategies for better results.
- **Marketing Strategy Development** Facilitated client workshops, walking through service offerings with clients to hone in on marketing goals.

BIGELOW TRADING LTD Account Executive New York, NY June 2019 – February 2020

Drove US Market expansion for 5 heritage beauty brands in conjunction with distributors and senior management.

- **Corporate Sales** Increased existing account business by 14% year-over-year, totaling over \$350K in revenue.
- **Marketing Strategy Development** Represented Bigelow brands at NY Now Trade Show & In-showroom, executing booth setup and merchandise presentations; responsible for new & existing accounts, exceeding 7-figure sales goal.

- **Data Analytics** Analysis of search trends, product performance KPIs, and optimization opportunities for all 5 brands.
- **Merchandising** Partnered with buyers to strengthen assortments, increasing sell-throughs and effectively merchandising product categories: Fragrance, Men's Grooming, Personal Care & Skincare.
- **Events & Programming** Executed all sales events at Flagships for Neiman Marcus, Saks Fifth Avenue and Nordstrom.

EILEEN FISHER Public Relations Specialist New York, NY September 2017 – April 2019

Developed and implemented the Public Relations strategy for the US, Canadian and the United Kingdom markets.

- **Media Planning** Leveraged media relationships to build brand awareness, garnering attention for innovation projects while emphasizing core DNA. 68% increase in impressions year over year - over 2 billion in 2018.
- **PR Strategy** Crafted PR strategy with outlets & influencers through organic and paid content including partnerships with New York Magazine and Refinery29 to enhance brand visibility & credibility with target audience.
- **Agency Management** Managed PR agency team, delegating and managing internal objectives for placement, impressions, and special events.
- **Events & Planning** Executed all PR events that drove brand awareness & increased customer retention. Oversaw six-figure PR budget, partnering with retail stores, wholesale distributors, and third-party vendors.
- **Conference Planning** Prepared C-suite executives for industry conferences to ensure PR objectives were exceeded.
- **Internal Management** Maintained strong relationships with internal, cross-functional marketing and retail teams.
- **Copy Writing** Wrote all press releases and PR-related communications for brand, product, & executive team.

BRIONI, KERING GROUP Senior Marketing Coordinator New York, NY November 2016 - September 2017

Marketing & communications coordinator for the Americas. Directly supported Head of Marketing and Americas CEO.

- **Media Planning** Wrote Press Releases and all major communications of brand and product, maintaining media plans with relevant publications and trafficking internal advertising materials with publishers.
- **Corporate Partnerships** Collaborated with successful partnerships in private aviation, luxury automotive and hotel groups to increase sales and customer acquisition.
- **Marketing Strategy** Developed timelines for store openings and existing stores, tracking all marketing activity including PR, CRM outreach, advertising, online, special events and corporate partnerships.
- **Wholesale Management** Worked with wholesale partners to increase investment in digital campaigns to increase brand visibility and drive sales: Neiman Marcus, Saks Fifth Avenue, Bergdorf Goodman, Barneys & Holt Renfrew.
- **Global Launch** Managed the Flagship Madison Avenue Store Opening Event with Head of Marketing and Cantor Fitzgerald; continued successful relationship with Cantor Fitzgerald Corporate Partnership and Relief Fund.
- **Campaign Management** Managed HQ marketing calendar for retail & wholesale including all departmental budgets.

EDUCATION

EUGENE LANG THE NEW SCHOOL for liberal arts

New York, NY Media Studies, B.A. 2014

PARSONS THE NEW SCHOOL for design

Design Management Minor, **Dean's List**

Technical Skills Adobe Suite, Asana, Jira, Microsoft Office Suite, Salesforce, NetSuite, Cision, Social Media Ops

Personal Interests Photography, Film, Music, Fitness