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MARKETING STRATEGY AND EXECUTION | CONTENT PRODUCER & WRITER
“Value creation through data-informed storytelling and values-driven strategy”

PERFORMANCE SUMMARY Strategic and creative marketer with an emphasis on go-to-market, branding, and execution.

*Open to roles: Creative Director, Sr. Product Marketing Manager, Marketing Director, Director of Video, Content Director.

HIGHLIGHTS

Sr. Product Marketing Manager: Branded and re-branded two products and executed go-to-market for a third enterprise solution for Microsoft, collaborating closely with engineering and sales organizations to land strategy and value proposition for varied audiences.

Digital Agency: 8 years working balancing creative production teams, clients, and vendors to deliver compelling brand storytelling from ambiguous briefs; building/executing brand vision, marketing strategy and measurement to drive B2B brand awareness and engagement.

Marketing Projects: Deliver creative marketing collateral for brand marketing campaigns and advertising; executing video shoots and digital/video content for multimedia channels/platforms (e.g. e-commerce online retailer, social media, mobile app/desktop, email).

Creative Production: Oversee creative production efforts with best practices in producing creative assets and brand marketing projects, ensuring project timelines are met & video assets are delivered on scope, on time, & within budget.

Creative Content: Visual imagery/concept ideation (i.e. eye for color, layout, composition) based on data analysis from KPIs, customer insights, & market trends; supporting creative content creation with high-quality production value; delivering visual assets (video artwork).

Technical Expertise: Coded and developed websites, automated workflows, designed process blueprints, taxonomy.

COMPETENCIES	Digital/Video Production	Brand Storytelling	User Stories	Creative Content Writing/Editing
Content Strategy	Content Marketing	Blogging/Webinars	Cinematography	Directing & Copywriting/Scripting
Business Planning	Program Management	Digital Marketing	Press Releases	Pre-/Post-Production
Structured Ideation	Public Speaking	Customer Marketing	Case Studies	Brand Marketing Programs
Team Building	Empathic Interviewing	Content Management	Storytelling	Video/Motion Graphic Concepts
Video Effects/Editing	Audio Recording	Process Design	Social Media	Bid/Proposal Development
Budget Management	Resource Allocation	Logistics Management	Talent Sourcing	Project Management
Email Newsletters	Blog Posts/Podcasts	Technical Writing	Market Research	Adobe Analytics

EDUCATION: B.A. in Communication Arts - Radio, Television, Film. Minor: Spanish; University of Wisconsin, Madison

TECHNICAL SKILLS: Adobe Creative Cloud: Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro; Planner/Project, HTML/CSS, Microsoft Office Suite: Excel, Word, PowerPoint, Loop, Copilot, SharePoint, Wrike, Azure Dev Ops

PROFESSIONAL EXPERIENCE

Unify Consulting | Chicago, IL

12/2021-Present

Sr. Marketing Consultant/Sr. Product Marketing Manager, As a vendor in Microsoft's Modern Work organization, coordinated a brand refresh, rebrand, and produced multiple new bills of materials and helped launch several new services. Created messaging and positioning framework, authored internal training materials and external marketing and educational materials, establishing voice and driving adoption. Led successful research, strategy, and GTM for new business-to-business segment campaign.

Acceptance Insurance | Nashville, TN

4/2020-12/2021

Content Marketing Manager, Created content strategy and execution plan, ‘owned’ the content calendar, and defined brand voice. Supervised graphic design department and managed content production for internal and external channels.

- Recognized with ‘Wink’ award for defining and documenting workflow for document sharing and project management integration.
- Wrote ‘Service Vision’ expanding brand mission to apply to employee performance and ‘the Acceptance Pledge’.

Media Beyond | Chicago, IL

6/2012-3/2020

Executive Producer, Consulted with clients & partners to develop or refine brand, defining mission, vision, and values. Created strategy and go-to-market tactics, identifying creative assets needed and collaborating with stakeholders to execute marketing strategy; Embedded with clients to understand how communications fit into operations and objectives. Created and led cross-functional collaborative teams to design and execute multi-million-dollar bid documents and presentations

- Managed multiple simultaneous projects, through pre-production, production, post-production and analytics
- Convened teams of disparate decision makers to resolve conflicting visions and define process and execute time-sensitive projects
- Wrote/edited/produced dozens of creative marketing assets for clients: *Microsoft, General Mills, Honeywell, Starbucks, and Walmart*.
- Developed programs for training and qualitative assessment on behalf of clients and internally

Harpo Studios | Chicago, IL

8/2004-6/2012

Assistant Editor/Production Assistant, Edited content for *The Oprah Winfrey Show*, collaborated on scripts and managed media assets;

- Served on post-production supervising team, ensuring the highest broadcast quality; viewing every episode for quality prior to airing.
- Production assistant worked with celebrities, executives, and external vendors; handled logistics, negotiations, and creative challenges, such as creation of scripts, content, and production of live events with sensitive subjects and diplomatic concerns.