

# Andrew Crimer

full-stack startup marketing

Brooklyn, NY

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## Experience

### A. Crimer Consulting

NYC, 1/2019 to present

Startup Growth Consultant

- + **Preferred Return (as Head of Growth), 1/19–present:** Building all communications, automation systems, and lead generation strategy for business seeking pivot to higher-growth model. 10x search performance January to January; currently validating new revenue strategy.
- + **Underdog.io, 9/19–present:** Implementing growth strategies on both B2B and B2C sides of hiring marketplace. Built new blog software and landing pages, developed content strategy and wrote first raft of content. Delivered 3.5x increase in organic traffic; managed \$20k+ in ad spend to find scalable/sustainable paid acquisition channels.
- + **SummitSync, 4/19–8/19:** Built B2B SaaS inbound funnel with website, Hubspot, SEO, and ads. Delivered 4x sitewide conversion rate, 2x organic traffic, and custom Hubspot/Salesforce sync.

### Gust (B2SMB / B2B)

NYC, 10/2016 to 1/2019

Senior Marketing Manager

- + **Marketing/Content:** Edited all content, including social media, blog posts, educational email campaigns, and ebooks. Owned all marketing automation. Contributed to marketing analytics. Contributed to development and maintenance of marketing websites. Co-developed and launched blog, clearing 15k pageviews by week two. Produced product videos as necessary.
- + **Product:** Defined direction for [Gust Launch](#) repackaging and development through 3-month research project, leading to sustained 2-3x increase in higher-tier package subscriptions. Defined, researched, and contributed to development for in-platform financial tracking and education featureset. Contributed to product development and wrote copy for acquisition experience tools.
- + **Strategy:** Owned Gust Launch SaaS upsell strategy. Co-owned acquisition strategy. Designed and implemented 20-workflow mid-funnel email nurturing automation system for 200k+ contact database. Defined paid search strategy for \$20k monthly AdWords budget, reducing CAC from over \$1000 to \$66-\$300 depending on campaign. Owned SEO strategy.

### Brownstoner // Blank Slate Factory (B2B / B2C)

Brooklyn, 1/2016 to 9/2016

Product Marketing Manager

- + **Marketing/Content:** Owned social media strategy, posting 20-30x daily across multiple social channels to audiences up to 15,000 followers, oversaw social media coordinator, and managed paid social posts for Brownstoner and customers.
- + **Product:** Built and operated concierge service to drive leads to advertising customers, increasing customer retention and renewal rates by circulating 2-3x new leads per week.
- + **Strategy:** Led rollout of rebranded Brownstoner, including writing copy and producing video assets. Owned community management and customer success efforts.

### Kindling (B2B / Enterprise)

NYC, 9/2014 to 12/2015

Marketing Manager

### Winkleman Company

NYC, 10/2012 to 8/2014

Writer/Social Media Strategist

### Smarterer

Boston, 4/2012 to 8/2012

Marketing Intern

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## Education

### Connecticut College

New London, 2008 to 2011

- + BA: Literature with Film Studies minor, conferred May 2011.

### Commonwealth Honors College at UMass Amherst

Amherst, 2007 to 2008

- + English and Film.
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## Skills

### Technology

- + **Marketing:** HubSpot, Mailchimp, Salesforce, Google Analytics, Periscope Data
- + **Code:** Javascript, Ruby (Rails), Go, Python (Pelican, Flask), HTML, CSS, git, SQL (Postgresql)
- + **Production:** Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Audition, Premiere), FinalCut
- + **Ad Platforms:** Google Ads, Facebook, LinkedIn, Instagram, Twitter, Quora

### Techniques

- + **Marketing:** content marketing, email marketing, SEO, automation, online and IRL advertising
  - + **Production:** video, audio, layout, and the classics: writing and editing
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## Service & Side Hustles

### Delay Fiction

NYC, 5/2018 to present

Executive Director

- + Co-edit and publish nonprofit literary magazine five times annually. Build and maintain website and handle all operational needs.

### Student Activities Council

Connecticut College, 9/2009 to 5/2011

Concert Chair, 5/2010 to 5/2011

Dorm Rep, 9/2009 to 5/2010

- + Organized, booked, executed, and promoted both a weekly concert series (\$18,500 budget), increasing average weekly attendance from 10 people to 60 through rebranding and social media avenues, and a school-wide year-end concert (\$30,000 budget).

### Roth Writing Center

Connecticut College, 9/2009 to 5/2010

Writing Tutor

- + Workshopped writing for students across all majors to improve coherency and competence.

### ConnColl OVCS

Connecticut College, 9/2009 to 5/2010

Magnet School Tutor

- + Tutored local magnet students in AP Biology, Chemistry, Algebra I & II, and Geometry.

### The College Voice

Connecticut College, 9/2009 to 5/2011

Staff Writer

- + Pitched, researched, and wrote local news, opinions, and arts articles.
- + Edited other writers' articles for content, layout and substance.