



# Andrew N. Grimes

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## EXECUTIVE SUMMARY

*Marketing Professional Known For Creative Adaptability:* Versatile marketing specialist with extensive experience in multiple industries worldwide. Excel as a manager willing to adapt to team and company needs while maintaining a keen focus on the big picture. Organized leader with excellent communication skills who has earned promotions and accolades by focusing on details and taking initiative. Multicultural understanding and travel experience provide creative outlook when faced with critical situations.

## PRIVATE SECTOR EXPERIENCE

### Founder & CEO | Newman Digital Strategies

January 2010 – Present

- Partner with internal marketing teams to ensure consistency of messaging across traditional and digital marketing channels
- Review content and design to ensure it is in line with campaign strategy and objectives, and digital marketing best practices
- Work with internal marketing partners to determine the most effective channel mix by audience for each campaign (i.e. email, social media, online video, digital paid media etc.)
- Develop digital marketing strategies to drive digital channel awareness and adoption
- Work with Marketing delivery team to define project plan and timeline for each campaign
- Drive development of marketing plans among cross-functional teams, working with digital strategy and delivery teams, brand team, traditional marketing teams, and potentially agency partners to create a holistic marketing plan

### Worldwide Marketing & Sales – Global Marketing Manager | Lexmark International

June 2008 – August 2018

Promoted from Global Market Research Analyst to Global Market Research Manager and further to Global Digital and Social Marketing Manager before serving as Global Marketing Manager.

- Generated \$285M+ by successfully developing a target profile initiative as part of integrated marketing and sales lead management process.
- Developed and oversaw B2B campaigns across the entire buying cycle using SFDC and Eloqua, including: Awareness, Nurturing, and Lead Generation.
- Drove Global Digital Media efforts supporting lead management streams with integrated, inbound digital channels.
  - Managed and oversaw all channels, including: social, display, and search.
  - Crafted and measured Key Performance Indicators (KPIs) for all digital marketing channels.
- Extensive association with multiple agencies working on research, branding, and communications.
- Directed both internal and external market research, business intelligence, and analysis in countries such as the United States, Brazil, Canada, France, Australia, New Zealand, Germany, and the United Kingdom. Projects include:
  - Developed and ran 100+ focus groups, ethnographies, shopper intercepts, and consumer shopalongs. Certified in qualitative research by the industry leading Burke Institute.
- Produced quantitative research studies using a variety of methods covering topics such as: sustainability, packaging, usage, shopper behavior, messaging, competitive analysis, loyalty, and segmentation.
- Provided leadership by identifying and implementing analytical approaches that address key business issues.
- Original member of Worldwide Marketing and Sales Insight Team which advanced research beyond the initial findings to delve deeper into actionable data.

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## PRIVATE SECTOR EXPERIENCE (CONT.)

### Social Marketing and Digital PR – Research Associate | New Media Strategies

January 2004 – May 2008

Promoted through company from Analyst to Senior Analyst, and to Marketing Associate before advancing to Research Associate position.

- Repeatedly honored as company's most outstanding performer.
- Helped grow the company from approximately 20 employees to more than 100.
- Executed online brand marketing campaigns for industry leaders including television networks, gaming companies, automotive manufacturers, wireless communications companies, financial institutions, professional athletic associations, and advocacy groups. Responsibilities include:
  - Provided in-depth analysis of online brand perceptions for clients, including business intelligence and landscape of competitor products. Developed improved marketing tactics and brand messaging for clients.
  - Created and executed Relationship Marketing campaigns by providing Third Party outreach.
- Managed day-to-day and overall project goals and deliverables, including the team development of viral marketing messages to be executed by the team within key online communities.

## PROFESSIONAL ACADEMIC EXPERIENCE

### Lecturer | The University of Kentucky

July 2018 - Present

2018-2019 Outstanding Teaching Award

- MKT/AN306: Business Intelligence and Data Visualization
- MKT315: Digital Marketing Strategy Creation
- MKT340: Marketing Research
- MKT390: Digital Marketing
- MKT450: Strategy and Planning (Capstone Course)
- MKT601: MBA Marketing Research
- MKT615: MSM Marketing Communications and Social Media

### Adjunct Professor | Georgetown College and The University of Kentucky

July 2012 - 2018

- BUA326: Contemporary Marketing
- BUA346: Marketing Research
- BUA423: International Marketing
- MGT/MKT430: Services Marketing

## ACADEMIC SERVICE

July 2018 - Present

- American Marketing Association
- Director of Marketing & Supply Chain - Undergraduate Studies Committee
- Experienced-Based Career Education Advisor

## EDUCATION

### The University of Kentucky

Masters of Business Administration

- Class Treasurer, 4.0 GPA

### Washington & Lee University

Bachelor of Science – Accounting and Business Administration

- Special Attainments in Commerce; Summer Internship with Ernst & Young
- Washington and Lee University, Lexington, VA
- Phi Kappa Sigma Fraternity
- Men's Soccer Team: 4-year letter winner, First Team All-Conference, Second All-South, and Second All-State

## SKILLS & ABILITIES

- Proficient on PC and Mac with multiple programs including: MS Office, SPSS, SFDC, Qualtrics, Hootsuite, SEMRush, Adobe Creative Cloud, and Tableau
- Certified in Advanced Google Analytics, Google Ads Search, Google Ads Video, and Google Ads Display
- Proficient in Spanish
- Eloqua Product Master
- Certified in ADP Payroll
- Burke Certified Focus Group Moderator

## INTERESTS

- Extensive Travel Experience: Travel includes six continents, encompassing nearly forty countries.
- Salvation Army, Cardinal Hill Rehabilitation Hospital, Hope Center and Habitat for Humanity Volunteer