

Andrew Dennison

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SKILLS

Campaign Strategy | Content Production | Event Coordination | Social Media Management | Sales Enablement | Live Streaming | Adobe Premiere | Adobe After Effects | Salesforce | HubSpot | WordPress | Creative Direction | Video Production | Sales Enablement | Digital Media Production

PROFESSIONAL EXPERIENCE

Senior Campaign Manager

October 2023 - July 2024

Rocket Mortgage

Detroit, MI

- Led high-level strategy campaigns and marketing activations for a fintech mortgage and real estate company, supporting B2B sales and enablement teams.
- Collaborated with cross-functional teams to craft social media posts, email campaigns, and website updates, ensuring alignment with quarterly goals.
- Boosted partner application goals by developing targeted campaigns, resulting in increased closed loan volume.
- Enhanced marketing efforts by creating engaging video series and training materials, driving growth in new product features and updates.

Senior Communications and Strategy Manager

October 2021 - October 2023

Amrock LLC (Rocket Mortgage Company)

Detroit, MI

- Led communications and strategy efforts for a title insurer and underwriter in the fintech and mortgage industry, focusing on data-driven marketing strategies and stakeholder engagement.
- Developed and scheduled B2B content using Adobe Creative Suite, HubSpot, and Marketo to enhance brand visibility and engagement.
- Increased audience engagement by producing creative campaigns and live-streamed events, contributing to growth and team well-being.
- Enhanced DEI initiatives by creating a company web series, driving awareness and inclusivity efforts through innovative digital campaigns.

Director of Content Production

May 2018 - October 2021

Texas Christian University

Fort Worth, TX

- Managed videoboard banner displays and sponsorship ads to generate revenue for \$5.6 million-dollar annual sponsorship deals.
- Implemented social media growth strategies that drove engagement growth of over 11% year-over-year.
- Created a multi-platform content series with ESPN and Fox Sports Southwest for brand exposure. Custom content creation and ideation for multi-platform displays across national markets including signage in Times Square.
- Director on the viral "Hypnotoad" campaign that grew to national recognition during TCU's 2023 Football title run.

Assistant Athletics Director of Content Production

April 2017 - May 2018

University of Houston

Houston, TX

- Supervised content with the social and design team to drive merchandise sales, ad campaigns, ticket renewals, and advertising.
- Implemented crisis communication protocols to ensure quick turnaround during emergencies like Hurricane Harvey or equipment failure protecting business deals with partner organizations.
- Developed content plans for seasonal cadences to engage fans, donors, and business partners through social platforms, streaming services, and advertisement board displays.

Director of Content Production

August 2014 - May 2017

Oakland University*Rochester, MI*

- Led a team of 10 staff members to produce 50+ live events for a major streaming platform, reaching 3 million homes in the Metro-Detroit area.
- Developed local partnerships and collaborated with sales teams to drive \$300,000 in annual ad revenue through digital promotions and traditional advertising.
- Enhanced content strategy for social media, resulting in multiple spotlights on a major sports network and increased brand exposure.
- Boosted university admissions by 12% through strategic content production and effective social media engagement.

Content Producer**June 2013 - May 2014***Harvard University Athletics**Cambridge, MA*

- Oversaw production and presentation of live sports events, coordinating with multiple departments to ensure seamless execution and high-quality content.
- Directed and streamed over 120 live events annually on ESPN3, providing technical training and oversight to a team of 18 student workers and contract staff.
- Produced live event broadcasts for audiences in 36+ countries, significantly enhancing global reach and engagement.
- Led art direction for intro videos, social media content, and commercial spots, resulting in increased viewership and media attention.

EDUCATION

Bachelor of Arts**May 2012***Grand Valley State University**Allendale, Michigan*

- Film & Video Production

Study Abroad Digital Media Program**August 2011***UNIVERSITAT DE VALENCIA**Valencia, Valencian Community***CERTIFICATIONS**

Certified ANA Marketing Professional**2024***Association of National Advertisers***Communications Strategy****2023***Project Management Institute***Marketing Communications****2023***National Association of State Boards Accountancy*