

Andrew Fenstermaker, MBA

DIGITAL MARKETING LEADER

Experienced Marketing Manager and Digital Strategist with e-commerce, retail, branding, and agency experience. Adept at developing and reporting KPIs to fuel growth and accountability. Proficient with vendor management including SEM, SEO, CRM, e-marketing, and web development. Multifaceted manager of skilled staff, and juggler of multiple priorities requiring left and right brain expertise. Proficient at creative brand management and detailed data analysis.

Staff Management & Leadership
Brand Development & Positioning
KPI Development
Data Analysis

Digital Marketing Strategy
SEO & SEM Management
Audience Segmentation
Process Improvement

Integrated Marketing
Content Strategy
Email Marketing
Vendor Management

PROFESSIONAL EXPERIENCE

NORTH CASCADES HARLEY-DAVIDSON (Burlington, WA)

July 11, 2017 - February 26, 2020

Premier Harley-Davidson dealership and retailer serving the northwest corner of Washington State, covering three counties.

Marketing Manager:

- Grew company's social presence, doubling Facebook, quadrupling Instagram, and boosting YouTube subscribers more than 20x.
- Successfully managed company's largest on-site event, drawing well over 1,000 attendees to the dealership.
- Oversaw the integration of a new CRM, leading training efforts of sales staff (CRM use prior to it had been lackluster).
- Aligned local franchise identity with corporate brand strategy; participated in dealership 20 Group.

VAUGHAN PREMIER, LTD. (Marysville, WA)

October 2013 - June 2017

E-Commerce company with multiple storefronts, including LightsForAllOccasions.com, SafetyLightsAndSignals.com, and more.

Marketing Manager:

- Doubled the size of the marketing department, managing skilled creative staff members (writers, designers, photographers).
- Grew e-mail marketing from \$18k to \$690k/year in revenue, and subscribers from 8k to 100k.
- Built in-depth workbook to manage \$1.2 million/year SEM budget and ensure ROI, ROAS, and other KPIs remained above goal.
- Grew Facebook Page likes by 500%, Instagram followers by 300%, and YouTube Subscribers by 1000%.

BRANDQUERY, LLC (Mount Vernon, WA)

October 2008 - October 2013

Marketing agency enhancing local, regional, and national brands through a full array of strategic, creative, and digital endeavors.

Project Manager / Digital Strategist:

- Managed up to 30 client projects within the agency at a time, from beginning to end, including budgets and scheduling.
- Drove schedules of up to three designers and a production staff member to ensure timely project completion.
- Crafted marketing, digital, and website strategy for select client projects. Wrote strategic client digital content and ad copy.

206, INC. (Seattle, WA)

November 2006 - July 2008

Lifestyle Marketing agency serving worldwide brands, including Toyota, Urban Outfitters, Dockers, Disney Records, and more.

Marketing Manager:

- Oversaw key elements of the Free Yr Radio campaign (Toyota Yaris & Urban Outfitters).
- Successfully managed negotiation process between brands, college radio stations, and FCC regulations around sweepstakes law.
- Assisted in strategy, message development, vendor management, and event team logistics.

STRATEGIES 360 (Seattle, WA)

May 2002 - July 2004

Public Relations and Government Relations agency shaping business politics and culture.

Project Coordinator:

- Generated content for clients including client newsletter articles.
 - Conducted client research, developed reports, and produced requests for proposals to generate new business.
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EDUCATION

Masters in Business Administration (2006)

Washington State University, *Marketing Emphasis*

Bachelor of Arts in Communication (2003)

Washington State University, *Public Relations Emphasis*