



Eric Andrade

Digital Product Manager / Executive Content Producer / Digital Transformation Strategist

mobile: 917.942.9940 | email: e@ericandrade.com | web: <https://ericandrade.com>

Profile

Accomplished digital product development and marketing executive experienced in building, managing, collaborating with and leading cross-functional teams to develop award winning, digital products and content across platforms including web, social, mobile, and experiential.

Award-winning integrated producer with a proven ability to plan and design innovative workflows and cohesive executional strategies for multi-disciplined teams across media including video (e.g., long-form films, interactive "shop-able" video, and social "snack-able" content), CGI & motion graphics, complex application development (multi-device), online, social, live event, radio, & print.

Full-stack web developer that loves to learn, experiment, and design solutions that improve performance, and expand opportunities for products and services.

Select Experience

FREELANCE SR. PRODUCT MANAGEMENT CONSULTANT | VARIOUS – 2018-PRESENT

Leading product strategy, content strategy, and digital and social content development solutions for various digital products and brands on web, mobile, & digital platforms.

Clients include: LG Electronics, Paper Source, Interpublic Group, Bobbi Brown Cosmetics

HEAD OF DELIVERY MANAGEMENT, AMERICAS | MULLENLOWE GROUP, NEW YORK, NY – 2016-2017 Lead project management teams, and responsible for improvement and optimization of agency finance and resourcing processes Executive sponsor and lead on select digital client engagements with focus on e-commerce strategy and platform development, CRM strategies, and media strategies enhanced by SEO, paid search, and social media content.

Clients include: Kaiser Permanente, Rémy Cointreau, Paper Source, Tomorrow Sleep

EXECUTIVE DIR, OPERATIONS & HEAD OF PRODUCTION | THE BARBARIAN GROUP, NY, NY – 2013-2015 Led agency operations management and Production department. Responsible for P&L, contract negotiation, & facilitating global operational partnerships with parent company and sister agencies to maximize the network's talent impact.

Clients include: Samsung, Pepsi, GE, IBM, Etihad Airlines, KIND Snacks

ACCOUNT DIRECTOR | OGILVYONE WORLDWIDE, NY, NY – 2013-2015

Led strategic development of fully integrated digital programs for Weight Watchers and UPS. Orchestrated communications strategy for British Airways' global innovation program, UnGrounded. Led cross functional technology team in redesign and re-architecture of e-commerce platform for School Specialty.

Clients include: UPS, Weight Watchers, British Airways, School Specialty.

EXECUTIVE PRODUCER | R/GA, NY, NY – 2010-2012

General manager of several accounts ranging between \$5MM and \$12MM. Responsible for P&L, business strategies, operations, staffing, mentoring, and development of ROI- generating solutions for clients. Increased business margins year-over-year by 18%, and achieved the second highest margins across the agency on the Pfizer Consumer and Abercrombie & Fitch businesses.

Clients included: SC Johnson, ChapStick, Abercrombie & Fitch, Verizon

DIRECTOR OF DIGITAL MARKETING | ARNOLD WORLDWIDE, WASHINGTON, D.C. – 2009-2010

Head of Digital business, responsible for consulting with all clients needing digital services, as well as agency discipline leads across accounts, to grow digital capabilities & best practices

Clients included: Amtrak, Bahamas Ministry of Tourism, Blue Cross Blue Shield

Education

Computer Science & Full-Stack Web Development, 2018

LambdaSchool - San Francisco, CA

Studies: Data structures & algorithms, React.js, Node.js, Redux, Python

MBA, Technology Management, 2004

University of Phoenix - New York, NY

Studies: Finance, Accounting, Applied Statistics, Marketing, Operations, Business Law

B.S., Integrated Marketing Communications, 1993

Emerson College - Boston, MA

Studies: Creative Writing, Marketing, Advertising, English Literature

Technology Skills

FRONT END

React.js | Redux | HTML5 | CSS (Grid, Flexbox) | Sass, LESS | Bootstrap

BACK END

Node.js | Express | Python | Django

DATABASE

SQL | MongoDB | PostgreSQL | NoSQL

TOOLS

Mongoose | JSON | GraphQL | Git | Jest

References

Furnished upon request.