

Andrew Davidsburg

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PROFESSIONAL SUMMARY

Account Management professional with extensive experience overseeing digital marketing, social, and content partnerships. Highly skilled and creative storyteller with exemplary client service skills. Known for finding inside-the-box solutions with outside-the-box results.

EXPERIENCE

Stay at Home Dad, Freelance Marketing Professional, Interviewing for Full-time Salaried Position

Self Employed, Jan 2023-Present

- Developed TikTok handle with multiple 100K+ video views and exceptional engagement rates.

Content Studio Director

Taglit Birthright Israel, Jul 2021 - Dec 2022

- Led a marketing team of freelancers and agencies tasked with expanding the Taglit Birthright Israel message and brand equity through digital content, social media, and IRL events.
- Oversaw content management, budgets, project execution, and marketing plans for Baking with Bubby, Behind the Nosh, and Badass Jews video series via digital marketing and paid social media support.
- Championed the search, vetting, and management of social media influencers across TikTok, YouTube, and Instagram to increase digital engagement resulting in 1MM+ hashtag mentions.
- Spearheaded RFP development, outreach, and negotiations to secure multiple advertising, media buying and marketing vendors with budgets approaching \$1MM+.
- Launched and managed sponsorship of the Chosen Comedy Festival including social and advertising campaigns along with a standup comedy contest with over 200+ 5-minute video submissions.

Associate Account Director, Client Solutions

Fox Broadcasting Company, Jan 2016 - Jul 2019

- Managed co-branded digital experiences for FOX Prime properties and high-profile clients, including Pepsi, Honda, and Kohls featuring 360 content marketing elements including digital, on-air, paid, and earned social media, experiential, and influencer.
- Piloted the integration of FOX's first pay-for-impression social media deals, bringing in a new revenue stream and adding over \$50,000 of "found" revenue in its first year.
- Collaborated with stakeholders across all areas of the business within the FOX Broadcasting brand, including marketing, legal, production, and PR to ensure concepts were approved and actionable.
- Strategized the development and activation of digital and linear partnerships for clients, to upsell digital commitments of up to 200% of ancillary budgets and >\$1.5MM annually.
- Performed in-depth client needs research and analysis to identify brand and business objectives, opportunities, and challenges to deliver integrated marketing, and content solutions driving new business development.

Founder, Developer

ORGANIZED TRIP, Jan 2014 - Jan 2021

- Devised a cohesive group travel tool that included a mobile application and a CMS system, enhancing the interaction between service providers and users.
- Managed a small team of product managers, designers, and admins, overseeing brand vision, product design, and user experience.
- Created a multifunctional web application for service providers, allowing for data aggregation, trip planning, visual data entry, and the generation of trip-specific documentation through restful APIs.

Account Manager – Associate Account Director

Fox Broadcasting Company, Jan 2010 - Dec 2016

- Managed and supervised the complete sales cycle of multi-channel B2C marketing partnerships for high-profile clients including American Express, Ford, Sprint, and Microsoft on global marketing campaigns.
- Maintained B2B client relationships, serving as the main presenter and liaison at all stages, leading weekly client status reports providing strategic counsel, and reporting in media planning, and cumulative analytics.
- Initiated the first digital-centric partnership, resulting in on-air revenue from exclusive digital content through a significant international collaboration, yielding an additional revenue of approximately \$250K in digital media.

Account Representative

Fox Broadcasting Company, Jan 2008 - Dec 2009

Group Assistant

Fox Broadcasting Company, Mar 2007 - Dec 2008

Assistant Cruise Director / Interim Cruise Director

Norwegian Cruise Lines, Mar 2005 - Mar 2007

EDUCATION

Master of Science (M.S.)

NYU, New York, NY, Dec 2022

Bachelor of Science (B.S.): Marketing

University Of Maryland, College Park, Maryland, Dec 2004

SKILLS

Microsoft Office Suite, Adobe Creative Suite, Public Speaking, Teamwork, Team Management, Marketing Strategy, Web Development, Customer Success Management, Profitability, Customer Engagement, Innovation, Strategic Planning, Business Development, Client Integration, and Budget Management