

Andrés Plashal

DIGITAL MARKETING SPECIALIST

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SUMMARY

I am a seasoned digital marketing specialist and front-end developer. I'm a solution to a complex workflow. I tackle problems with a practical approach, an obsession with organization, and genuine respect for communication. I am creative, dependable, resourceful and I'm always excited about the future. Simply put, I develop powerful marketing solutions that connect with audiences from all walks of life.

WORK EXPERIENCE

Plashal LLC. CONSULTANCY

Remote & On-site
2012 – Present

I manage a marketing consultancy that specializes in pay per click (PPC), SEO, and diversity-based advertising. I use data analysis, content marketing, and conversion optimization to drive sales and reduce operating costs. I specialize in inclusive and engagement-focused advert creatives. I'll alleviate the complexity of the lead funnels and streamline your sales pipeline which will increase qualified traffic. Customers report as high as a 70% revenue increase from my recommendations.

- I design, develop and execute campaign ops that ranks on the first page of search results.
- Clients have reported up to a 40% cost reduction.

Pinogy Corporation

DIRECTOR OF MARKETING

Herndon, Virginia
2018 – 2020

I worked carefully with nationwide brick and mortar retailers to ensure competitive performance of marketing operations. I continually surpassed profit/loss expectations with month over month new business acquisitions for over 18 months.

Designed and managed a proprietary advertising platform that integrates search engine marketing (SEM), product listings ads (PLAs), behavioral re-targeting, and paid social engagement into a point of sale platform as a service product line.

- Managed over 6.5 million in advertising budgets with over 30 million in impressions.

Zeitgeist Media LLC.

CO-FOUNDER/ CMO

Chicago, Illinois
2010 – 2014

A digital marketing agency servicing start-ups, entrepreneur, and retail businesses in the greater Chicago area. Through web development, search engine marketing, and events integrations, Zeitgeist Media empowers businesses with compelling creatives and award-winning websites, campaigns, and digital experiences.

- I developed a project management workflow that captures and nurtures audience groupings by using site analytics, and business intelligence dashboards.
- I identified marketing opportunities and increased overall performance by targeting subsets in audience models.

EDUCATION

Columbia College Chicago 2000

- Major: Interactive Arts and Media
- Minor: Marketing

Randolph-Macon Academy 1996

- Commander of the Flag Corps
- S. Private Pilot Certification

SKILLS

SEARCH

- Search Engine Optimization (SEO)
- Local SEO
- Content Marketing
- Web Analytics
- SEO Audit

PAID ADVERTISING

- PPC Management
- Re-marketing/ Re-targeting
- Social Media Marketing (SMM)
- Mobile Advertising
- Behavioral Targeting

INBOUND MARKETING

- HubSpot/ CRM Integration
- CRM Audits
- Conversion Goal Analysis

DESIGN & CODE

- Web Design & Development
- CMS Development & Integration
- Culturally Inclusive Content Development
- E-Commerce Websites
- Landing Page Development
- XHTML/CSS, PHP, JavaScript

CONSULTING

- Marketing Strategy
- Outsourced CMO/ Marketing Director
- SEO Training

WORK EXPERIENCE

MedEd-Link Inc.

CREATIVE DIRECTOR

Chicago, Illinois

2006 – 2009

An industry leader in meetings management for the healthcare industry. Supporting in sales, marketing and convention services, as well as clinical teams working on early compound development. Management spans a broad range of therapeutic areas while working extensively in North and South America.

– Managed conference and editorial assets for Abbott Laboratories, Johnson & Johnson, and Tibotec Therapeutics with events including International Aids Conference and Infectious Diseases Society of America.

– Conventions and Events included advisory meetings, speaker training, leader development, corporate promotional and hospitality events, and patient workshops, via live or web-based programs, as well as the provisions of Congressional coverage and competitive intelligence.

Starcom MediaVest Group

MEDIA ASSOCIATE

Chicago, Illinois

2004 – 2006

A global leader in media communications and holds among the largest media networks in the world which facilitates clients in navigating the modern media landscape with its presence in more than 100 countries.

– Media analysis position which I identified shifting audience markets, advertisement volatiles and local rates for broadcast media mediums. I identified opportunities which translated into a 15% growth in sales.

Project Rhythm Productions

MARKETING & CREATIVE DIRECTOR

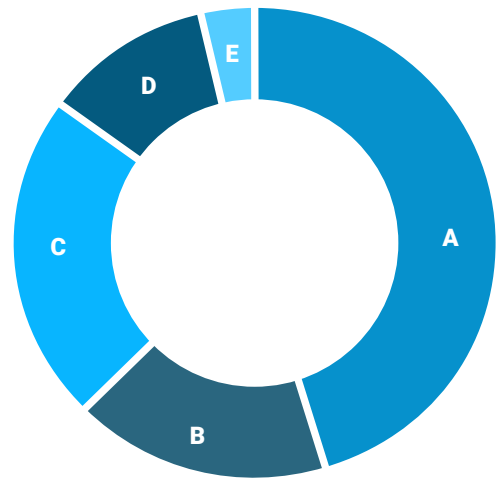
Chicago, Illinois

2002 – 2005

Project Rhythm is an ambitious start-up non-for-profit (501c) which produces dance competitions emphasizing the professional dance industry through the United States. Project Rhythm believes in creating magical experiences that children of all ages can participate. This project was on 'pro bono publico' status.

– Managed a comprehensive array of marketing assets including segmented micro-websites, drip-mailers, an interactive CD-ROM (remember those), and various promotional flyers that supplied a coordinated sales funnel. A billboard advert peppered around Chicago's diverse neighborhoods and PR efforts translated into a 90% ticket sale turnout.

MY TIME



A. Collaborative Problem Solving

B. Cultivating Relationships

C. Development & Production

D. Family & Home Life

E. Wondering Why My Cat Is Meowing

STRENGTHS

I'm an adaptable, resilient, problem-solver who loves analytic science. I'm task motivated, open-minded, loyal, and focused. An opportunist who has a keen eye to mitigating risk and I'm very persistent & determined. I am excellent at what I do and overall I am happy!

PHILOSOPHY

"You cannot have a proud and chivalrous spirit if your conduct is mean and paltry; for whatever a man's actions are, such must be his spirit." – Demosthenes

SOCIAL MEDIA

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