

Andrés Plashal

Marketing Strategist: Engagement Focused Advertising

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SUMMARY

I'm an effective Marketing Strategist, I am a solution to a complex workflow. I tackle problems with a practical approach, an obsession with organization, and a genuine respect for communication. I am creative, 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

Sole Proprietorship

Plashal llc.
2012 - ongoing

Remote
Freelance

A strategic marketing consultancy specializing in conversion rate optimization. My practice utilizes performance analysis, intelligence management, and sales analytics to amplify Engagement Focused Advertising. My aspiration is to help entrepreneurs and business owners navigate the ever saturated industry of advertising. I want to improve marketing outcomes with increased conversion rates, ROI accountability, and a master's level approach to my client's advertising enterprises.

- I build intelligent marketing strategies that improve client's marketplace influence and consequently enhance sales volume, with specific customers seeing as high as 50% sales increase.
- I identify organizational needs, negotiate framework buy-ins, and implement customer relationship models that influence workflow solutions which report cuts in response to factors of days into hours and with the overall result of reducing the cost of customer retention by 15%.

Operations Director/ Partner

Zeitgeist Media llc.
2010 - 2014

Chicago, Illinois

A web service development initiative servicing start-ups and retail businesses in the greater Chicago area. Through web development, digital marketing, and strategic communications, Zeitgeist Media empowers organizations to compete with compelling creatives and award-winning websites, campaigns, and digital experiences.

- I provided structured, scalable, and repeatable methods for budgeting, production ops, and competitive approach to negotiations mitigating project expenses down by 35%.
- Developed an idea pipeline to capture, refine and implement market segmentation in non-linear advertising as to identify market strength through targeted subsets.

EDUCATION

Columbia College Chicago

- 1997- 2000 Chicago, Illinois
- Major: Interactive Arts and Media
 - Minor: Marketing

Randolph-Macon Academy

High School Diploma

- 1996 Front Royal, Virginia
- Commander of the Flag Corps
 - Obtained S. Private Pilot Certification

CORE STRENGTHS

Adaptable, Resilient, Problem Solver, Logistics Minded, Opportunist, Patient, Curious, Risk Mitigation, Validating Benefits, Persist & Determined, Loyal, Motivated, and Happy!

KEY SKILLS

Graphic Design



Project Manager



Sales & Marketing Strategy



Web Developer

- HTML/CSS, PHP, JS
- Frameworks: CMS, CRM, ERP



Creative Director

MedEd-Link Inc.

2006 - 2009

Chicago, Illinois

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 the U.S. and internationally.

- Managed conference and editorial assets for Abbott Laboratories, Johnson & Johnson and Tibotec Therapeutics with events included International Aids Conference and Infectious Diseases Society of America.
- 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 reporting.
- Managed team based in Chicago, New York, and London to serve as single point of contact for all inbound/ outbound marketing activities and communications.

Media Associate

Starcom MediaVest Group

2004 - 2006

Chicago, Illinois

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.

- Identified shifting audience markets, advertisement volatiles and negotiated local rates for broadcast media mediums achieving a 15% growth in sales.
- Executed analysis of performance-driven circulation and evaluated with corresponding audience strategies, implemented the cost speculation reporting throughout resulting in \$100k+ in new media business.

Creative Director of Media and Marketing

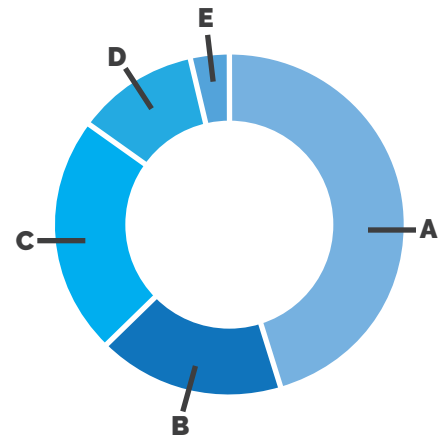
Project Rhythm Productions

2002 - 2005

Chicago, Illinois
pro bono publico

Project Rhythm is an ambitious start-up non-for-profit (501c) which produces choreographed competitions that emphasize on the professional dance community of each host city. Project Rhythm believes in creating a dance experience that sets as value sensitive to the creative process of choreography and performance.

- Managed a comprehensive suite of marketing assets included multiple segmented websites, mailers, an interactive CD-ROM, various promotional flyers that supplied a coordinated drip campaign, and a billboard display peppered around Chicago's diverse neighborhoods.
- Conceptualized and produced a sixty-second commercial which was featured on Chicago Public Broadcasting Station 'artBeat' program.
- Credits include co-production of 'Chicago Dance Movement' & 'Duets for My Valentine'.



- A. Collaborative Problem Solving
- B. Cultivating Relationships
- C. Development & Production
- D. Family & Home
- E. Wondering why my cat is meowing

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