

ANDREW D. ZIEFF

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OBJECTIVE

Seeking a position in new media marketing that leverages my experience in account coordination and project management.

WORK AND FIELD EXPERIENCE

MARKETONE INTERNATIONAL, Waltham, MA

August 2014 - Present

Marketing agency specializing in integrated demand generation and marketing automation

Account Coordinator

Supports Integrated Program Managers and Account Managers on various accounts including Bloomberg and AT&T.

- Facilitated heavy calendar management between client and Account Manager/Integrated Project Manager.
- Created and monitored budget reports for projects and individual tasks within.
- Coordinated and reviewed timelines for projects.
- Liaison internally as well as between client and project manager.
- On-boarded clients by setting up appropriate documentation on Basecamp and Smartsheet
- Initiated organization of bi-weekly internal "Lunch and Learn" training sessions attended by all of company on various topics from CRM system overviews, to data warehousing and reporting, to lead management consulting

STATE THEATER OF ITHACA, Ithaca, NY

Fall 2013 - Spring 2014

A not-for-profit venue for national, international and community performances and programming.

Intern

Lead Street Team responsible for creating awareness in local market for upcoming performances.

- Built network of fans and friends by posting flyers, meeting with retailers and working shows.

BLURB PUBLIC RELATIONS, London, England

Spring 2013

Boutique agency providing tailored marketing and publicity solutions for music and entertainment industry.

Intern

Generated media awareness across the U.K. and U.S. for unsigned independent music artists.

- Communicated directly, via cold calls and emails, with target outlets including newspapers, radio, television and online media.
- Led drive for MAIA, an alternative acoustic folk pop band, to gain media attention in each of the counties that they were performing in on a U.K. tour. Secured several interviews with newspapers and radio stations including two with BBC radio stations and local Norwich radio stations.

EDUCATION

Ithaca College, Roy H. Park School of Communications, Ithaca NY

2010 - 2014

Bachelor of Science in Integrated Marketing Communications

LEADERSHIP AND INVOLVEMENT

AMERICAN MARKETING ASSOCIATION, Boston Chapter

Copywriting Volunteer, Communications Committee

FOR FOLKS SAKE, London

Online music blog based in London specializing in independent rock, folk music and bluegrass.

Remote Correspondent for Album Reviews

IC VOICESTREAM, Ithaca

Ithaca College's premier coed a cappella group

Head of advertising

- Co created social media campaigns and designed posters for concerts, tours, and auditions.
- *Awards: Outstanding Vocal Percussion at International Championship of Collegiate A Cappella Quarterfinals 2013*