

# Emily Jane Andros

## SENIOR EXECUTIVE PROFILE

*Vice President, Director, Manager, Marketing & Corporate Communications*

Ms. Andros has had a dynamic multi-decade career in advertising & marketing management & production, providing unsurpassed, results oriented leadership. She is a specialist at bridging the gap between the marketing production team and fundamental company strategies i.e., she ensures that marketing efforts are applicable, relevant, successful and results producing. She has directed several campaigns that resulted in Addy Awards. She also executed on her marketing plan for a high-tech growth company that resulted in more than 50 million dollars in annual sales. Ms. Andros is a focused and decisive leader who has guided multiple projects and marketing efforts from inception to profitability. Her expertise includes:

- ◆ Strategic Marketing & Advertising Planning
- ◆ Art Direction/Design Supervision
- ◆ Copywriting/Technical Writing/Editing
- ◆ New Product Launches
- ◆ PR/Press Campaign Management
- ◆ Sales Force & Customer Support
- ◆ Corporate Communications Policies
- ◆ Budget Planning & Management
- ◆ Customer Interaction/Liaison at highest level
- ◆ Campaign Development & Implementation
- ◆ Web Development & Internet Marketing
- ◆ Strategic Corporate Branding
- ◆ Tradeshow/Event Management
- ◆ Marketing/Advertising Staff Management
- ◆ Training Manuals & Programs
- ◆ UI/UX Design & Implementation

## PROFESSIONAL EXPERIENCE

CBD Training Academy, Miami, Florida

2015 – present

*Senior level member of this education company.*

### **EXECUTIVE VICE PRESIDENT MARKETING & CUSTOMER SERVICE**

Under Ms. Andros' marketing management, The CBD Training Academy provides education and support services to current & potential students throughout the United States. Ms. Andros:

- ◆ Handles all aspects of managing the CBD Training Academy's marketing such as advertising production including print, web & digital, content/copywriting/technical writing & editing, client interaction & sales, budget management, project quoting, staff management, campaign development & management, strategic marketing plan development and research.
- ◆ Customer management & Lead Development – using Social Media, Tidio®, Teamwork®, Zoom®, & Free Webinar® Software and many other resources.
- ◆ Developed & managed corporate events, tradeshows and courses including set-up and filming of classes.
- ◆ Interacted with clients on a daily basis – quoting jobs, handling issues, sales, helping them with Educational Software (Kajabi® & Coassemble®).
- ◆ Planned, designed developed & managed all websites including programming, software set up and copywriting/editing.

THE MARKETING DEPARTMENT/ICANN MARKETING, Houston, Texas/Miami, Florida

2002 – 2015

*Senior level member of this advertising and marketing agency.*

### **EXECUTIVE VICE PRESIDENT MARKETING**

Under Ms. Andros' marketing management, The Marketing Department, which later become Icann Marketing, provides marketing and advertising services throughout the United States to both b to b and b to c clients. Ms. Andros:

- ◆ Handles all aspects of managing the Marketing Department including staff management, client interaction & sales, production management, print management, budgeting, job quoting, campaign development & management, strategic marketing plan development, research and client reporting.
- ◆ Restructured market positioning and changed specific focus from general advertising and marketing to highly targeted industry verticals such as wireless/electronics and manufacturing among other vertical targets.
- ◆ Directed comprehensive campaigns for customers including Huntsman (Polyurethane division), WellCall (health & wellness), ImagiNet Communications, Stuart Pressure Control (oil & gas), GlobalMed Technologies (medical technology), TraderView (commodities trading), The Ready Group, BKR Building Products (flooring), YBS (IT/web hosting), ProfitSolver, A New Day (orphanage), Genesis MedSpa, Windsor Building Services (commercial cleaning), Team Legal (legal services), DrTen20 (medspa), NeuYou (medspa), Dr2Dr Training (medical training), One 30 Fitness, Avante (medspa), Bon Mélange (decorative accessories), Palma Sola Wellness, Bear Claw Extracts (CBD), IntaME, UNYR (private wireless company), SNAFU, Back in Balance (CBD) and many other companies.
- ◆ Developed & managed hundreds of advertising & marketing campaigns from start to finish.
- ◆ Increased customer base by 9 key accounts in first 6 months.

# Emily Jane Andros

**THE GOCOMM GROUP OF COMPANIES**, The Woodlands, Texas

1997 – 2002

*VP Marketing of this \$50 million/year wireless and telecommunications holding company.*

**GOCOMM TELECOM, LTD.**, The Woodlands, Texas

*Service provider of voice and data communications to wholesale, distributor, and retail markets.*

## **VICE PRESIDENT MARKETING**

Launched new marketing campaign for startup division to gain entry into telecommunications service provider market. Identified niche market opportunity of prepaid wireless, pagers and phone cards; developed business and marketing plans and provided support materials for cultivating business partnering alliances.

- ◆ Spearheaded conceptual design of e-commerce business and marketing strategies. Created & launched unique, high profile web site in partnership with Country Watch Corporation ([www.countrywatch.com](http://www.countrywatch.com)).
- ◆ Developed campaign offering virtual phone cards delivered over the Internet & related e-commerce website.
- ◆ Managed team of 12 people: graphic designers, web programmers, copy writers.
- ◆ Supported company growth from start-up to \$50 million in annual sales for 2001.

**GOCOMM WIRELESS, LTD**, The Woodlands, Texas

*Worldwide manufacturer and distributor of wireless & messaging products.*

## **VICE PRESIDENT MARKETING**

Senior executive with responsibilities for strategic planning, marketing, advertising, public relations and corporate communications of this \$50 million organization. Emily developed strategic and tactical marketing plans, identified & managed marketing & new product launches for new market segments and provided support to the sales workforce within wireless communications markets to support new business development.

Recruited and led 10 employees to support advertising, PR and marketing. Prepared market analysis for expansion into other geographic regions. Also managed the IT department to develop custom E-commerce software.

- ◆ Prepared all business plans and marketing plans for all product launches and brand development.
- ◆ Developed all company marketing and advertising campaigns including corporate web marketing campaigns, direct mail campaigns, point of purchase plans, product positioning and branding programs, corporate communications/public relations campaigns, trade show campaigns, sales support plans, sales training programs and salesmen spiff programs.
- ◆ Development of all collateral materials, business packages, trade and consumer brochures, direct mail pieces/campaigns, point of purchase materials, annual reports, sales force support materials including sales presentation packages, multimedia/PowerPoint presentations, price lists, pricing structures, sales scripts & videos.
- ◆ Created and managed all corporate events, special promotions and marketing related strategic partnerships. Won two ADDY awards for trade show booth and campaign development.

**TECHNIDYNE**, Miami, Florida

1995 – 1997

*Manufacturer and distributor of consumer electronics products.*

## **DIRECTOR, CORPORATE COMMUNICATIONS**

Charged with responsibility to establish market presence and corporate identity on a nationwide basis. Introduced a series of innovative sales and marketing campaigns.

- ◆ Launched successful public relations campaign for new product, The TV Guardian, and received press coverage on hundreds of network affiliate TV news programs as well as radio interviews across the U.S. Coverage was also acquired in over 80 national newspapers and magazines such as: USA Today, Wall Street Journal, Washington Post, LA Times, Smart Money and Family Circle.
- ◆ Participated in the discussions leading up to the Telecommunications Act of 1996 including arranged for CEO to present products at “The Family and the Media” conference with President Clinton and Vice President Gore.
- ◆ Coordinated appearance by CEO to present products to the U.S. Senate Commerce Committee.

**TELEFIND**, Miami, Florida

1987 - 1995

*International wireless and data network*

## **MARKETING/PUBLIC RELATIONS MANAGER**

Charged with responsibility to establish market presence and corporate identity on a nationwide basis. Introduced a series of innovative sales and marketing campaigns. Developed comprehensive sales and marketing manuals. Wrote and designed all technical and instruction manuals. Launched award winning marketing campaign at the Consumer Electronics Show in Las Vegas, Nevada. Developed comprehensive sales training program including sales training videos. Wrote and maintained business and marketing plans.

# Emily Jane Andros

## EDUCATION

University of Texas, Austin, Austin, TX, BS, Advertising and Marketing, 1983

## SKILLS

**Computers:** PC & MAC; Highly proficient at the following programs: WordPress/Divi, Canva, Windows/IOS, MS Office (Word, Excel, OneNote, PowerPoint, etc.), Adobe Acrobat, Chrome/Firefox, Gmail/Google Docs, Cpanel/WHM, Facebook, Twitter, Instagram & Linked In, Tidio, TeamWork, Skype/Zoom, and the rest of Adobe Creative Suite (managerial & basic knowledge).

**Languages:** Fluent in English and proficient in Spanish

**Personal assets:** Jazz Vocalist on [YouTube](#);

**Contact info:** 832-732-5063

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