



ANDY FRIEDMAN

BRINGING BRANDS TO LIFE

I believe transformation happens with the best team, the right technology, and arresting creative.

// PROFESSIONAL EXPERIENCE

// INFO



(312) 613- 3166



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www.andyfriedman.biz

// EXPERTISE

Brand Building

Digital Strategy

Lead Gen

Content Strategy

Team Building

Metrics

Multimedia Production

Global Strategy

Virtual & Live Events

Community Building

Creating Moments of Inspiration

eLearning

[Click to See Portfolio Examples](#)

// SKILLS

- Distilling Strategy out of Complexity
- Executing Impactful Campaigns
- Building Mar-tech Stack
- Leading Creative
- Superior Storytelling
- Video that Connects
- CRM Management
- Email Marketing
- Social Media Management
- Live & Virtual Events
- Sales Enablement
- Digital Transformation
- Analytics into Insights
- Project Management
- Public Speaking
- Creating a Culture of Performance
- Revenue Orientation

August 2018

Present

CHIEF MARKETING OFFICER

Specifi Software – Chicago, IL & Venice, Italy

Leading marketing, branding, and digital activation in 63 countries for a SAAS company in the restaurant design and project quotation space. Also, in charge of marketing for affiliated companies in healthcare and publishing.

- Executing lead gen programs (PPC, email campaigns, and content marketing) resulting in 4X increase in qualified lead generation.
- Accelerating brand awareness through content marketing and video. 400% SEO increase and 1,900% social engagement lift.
- Amplifying sales globally with a compelling presence at up to 10 annual events in the U.S., Europe & Asia.
- Leading AI integration company-wide to improve results and reduce costs.
- Drove 6X budgeted revenue increase at start of the pandemic with the launch of a virtual event platform.
- Building MarTech stack: CRM, CMS, website platform, and eCommerce.
- Growing an international team of multi-skilled marketers, and consultants.
- Direct report to CEO and member of Executive Team.

February 2018

August 2018

CONSULTING ENGAGEMENTS

Chicago, IL / New York, NY

Future Media

Upgraded a global media company's live event growth strategy post-merger. Oversaw inaugural event that exceeded budget by 25%.

HealthLight, LLC

Created and implemented digital marketing strategy for a medical device manufacturer. Later joined parent company as CMO.

July 2015

January 2018

CHIEF CONTENT OFFICER

American Marketing Association – Chicago, IL

Owned event programming, digital and print content transformation, eLearning and professional certification for a 326-chapter professional association.

- Grew ROI by \$1 mm for portfolio of 50 live events through a "content first" strategy.
- Doubled digital engagement through transformation of legacy print media products.
- Increased eLearning revenue 8X by reinventing professional certification program.
- Managed deep knowledge-based website, magazine, academic journals, and research.
- \$300k revenue gain year over year by expanding content marketing product offerings.
- Built core team of 25 digital experts, producers, managers, and content strategists.
- Direct report to CEO and regularly presented to the Board.

// EDUCATION

University of Southern California
MBA, Marketing

University of California, Berkeley
BA, History

// VOLUNTEERING

1871, Chicago Startup Incubator
Advise startup tech companies on strategy, digital marketing, and content.

Proud member of this community since its inception in 2012.



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2013

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2015

EXECUTIVE DIRECTOR, CONTENT & USER ENGAGEMENT

Penton Media - Chicago, IL

Drove audience growth and revenue performance of 19 trade publications for B2B media giant. Supervised a team of 42.

- Achieved up to 300% YOY online engagement increases.
- Transformed focus from print to digital using a content strategy based on SEO & metrics.
- Leveraged content marketing initiatives to increase revenue by 200%.
- Expanded newsletter offerings: increased portfolio by 20%.
- Evolved program strategies for live industry events.
- Fostered atmosphere of creativity, learning, experimentation, and collaboration.

2011

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2013

STARTUP & VENTURE LEADERSHIP

Chicago, IL / New York, NY

VP, Interactive Programming - Merlin Media (June 2011 - July 2012)

- Led launch of Chicago's first all-news FM radio brand: hired and trained staff of 46.
- Developed all aspects of new 24/7 radio format; promising startup lasted one year.

VP, Content Operations - AOL Patch (November 2012 - May 2013)

- Oversaw metrics-driven content strategy for a network of 900 websites
- Optimized workflow processes. Overhauled and led training.

2008

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2011

VP, INTERACTIVE CONTENT

Tribune Company - Chicago, IL

Large media company comprised of 8 major newspapers, 23 TV stations and 1 radio station. Managed critical piece of digital evolution.

In charge of national online content (2008 - 2010):

- Executed national content strategy for network of 40 mm monthly UV's
- Built 100 online sales & content verticals for profitable external syndication

Developed digital content strategy for 23 TV stations: (2010 - 2011)

- Grew engagement with TV websites to record levels: metrics, SEO, social, cross-media
- Designed training procedures, workflow measurement, and advised on local digital staffing

2000

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2008

VP, NEWS-TALK-SPORTS ONLINE CONTENT

iHeart Media - Chicago, IL

In charge of national online news/entertainment content, on-air news network and, in 2007, digital strategy for many of company's 1,200 radio stations.

- Increased online audience by 90% in one year for 275 info-format web sites
- Identified key metrics, set audience goals, communicated to field
- Conceived, executed digital workflow analyses of station staff, led changes
- Built online and on-air news networks, which became key to company's operations
- Managed 24/7 team of content specialists who updated digital and broadcast content