

# MARCUS ANDREW

Creative strategist and digital marketing expert with proven ability to lead innovative campaigns and content partnerships for the world's leading media platforms and Fortune 500 brands.

## EXPERIENCE

### NETFLIX

Jan 2018-

#### Manager, Global Creative Marketing

Lead 360° campaign strategy, creative direction, social and earned media approach across a range of doc and unscripted titles such as *Rapture*, *Evil Genius*, *Fastest Car* (one of Netflix's highest-watched titles of 2018), *Westside* and *Rhythm + Flow*. Directed cross-functional taskforce for titles while managing relationships with stakeholders: showrunners, directors, producers, talent and Netflix leadership.

### GREAT BIG STORY

2016-2018

#### Brand Partnerships & Content Development

Led partnership strategy for CNN's startup video network, developing and launching original doc series for some of the world's largest domestic and international brands, resulting in more than \$8MM revenue. Partnerships included Intel, HP, Dubai Tourism, ANA and Toronto International Film Festival.

### VICE

2013-2016

#### Digital Strategy Manager

Managed campaign marketing strategy (social, content, media, analytics and emerging platforms) for VICE/Virtue clients such as Unilever, GE, Audi and Intel. Managed all communication activities for The Creators Project, a first-of-its kind, multi-channel editorial partnership between Intel and VICE Media. Co-managed ideation, testing and implementation of VICE's Snapchat's Discover.

### Ogilvy

2010-2013

#### Digital Strategist, Advanced Video Practice

Founding member of Ogilvy's Advanced Video Practice, one of the first practices industry-wide to specialize in online video strategy. Led strategic development, execution and measurement for "A Boy & His Atom" IBM's most successful online video campaign, which won a 2013 Gold Cannes Lion.

## SKILLS

Creative/Art Direction  
Marketing Strategy  
Content Partnerships  
Cultural Insight  
Campaign Strategy  
Social Strategy  
Content Development  
Earned Media  
Paid Channel Strategy  
Emerging Platforms  
Talent Management  
Graphic Design

## AWARDS

2014 Webby - People's Choice Creators Project  
2013 Gold Cannes Lion Branded Ent/Content

## PROGRAMS

Adobe Creative Suite  
Mac OS and MS Office  
Analytics Platforms (Chartbeat, Google Analytics, FB Insights)

## EDUCATION

Duke University  
Bachelor of Arts, Psychology

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📍 Los Angeles