

ANDREW C. MARTIN

Summary

Results oriented marketing professional with over 20 years experience working for global companies with revenues approaching \$1 billion. Expertise in online marketing tools, public relations, technical literature, tradeshow and sales relationships marketing strategies. Demonstrated success in strategic planning and execution of integrated communication plans that result in achievement of specific business goals.

Employment History

EagleBurgmann, Houston, TX (January 2010 - Present)

Communications and Public Relations Manager (January 2010 – Present)

Develop and implement Marcomm systems and solutions that grow the business. Regularly collaborate with sales force and marketing team, ensuring development and execution of strategic initiatives. Determine marketing strategy and supporting project tactics to increase the company's reach and visibility in the various market segments in which we participate.

John Crane Inc., Morton Grove, IL (April 2001 – January 2010)

Director, Marketing Communications (July 2006 – January 2010)

Developed and implemented systems and solutions that continually seek ways to grow the business with a staff of five direct reports. Regularly collaborate with sales force members and marketing team ensuring development and execution of strategic initiatives. Determine and support project tactics to increase the company's reach and visibility in the various market segments in which they participate. Key projects include:

- Led a team that designed, developed and supported *John Crane Today* online newsletter, currently reaching over 6,000 subscribers.
- Designed and implemented an online lead gathering, tracking and management tool, www.johncraneinquiries.com.
- Formulated and executed literature creation and review protocol.
- Created E-commerce literature fulfillment website to manage John Crane collateral and promotional items.
- Wrote and implemented Crisis Communication Plan for company.
- Streamlined internal print shop processes to include documentation and user responsibility leading to increased revenue for the company.
- Inspired tradeshow participation increase of 160% in specific market segments through strategic forecasting and education.
- Enhanced Marcomm department capabilities via the addition of video production capabilities.
- Sourced and managed supplier relationships for major services such as public relations, fulfillment, print, advertising and tradeshow initiatives.

Contact

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Portfolio

www.andycmartin.com

Key Skills

- E-marketing
- Tradeshow Implementation
- Integrated Marketing
- Video Production
- Special Event Management
- Content Strategy
- Project Management
- Photography

Professional Associations

- Fluid Sealing Associate (FSA) Communications Committee
- North American Nature Photography Association (NANPA)
- eMarketing Association Network
- Search Engine Strategies (SES)
- The Content Wrangler (tcw)
- Chicago Cares Volunteer
- National Association of Photoshop Professionals (NAPP)

Manager Marketing Communications (April 2001 – April 2006)

- Developed and managed advertising, public relations, technical literature, tradeshow and sales relationship marketing strategies for John Crane North America, a mechanical seal manufacturer. Created and executed advertising and promotion functions including print, online, electronic media, tradeshow and direct mail. Directed and sourced suppliers of record, and negotiated contract terms and conditions for major services. Delivered matrix leadership skills based on trust, collaboration and open communication with all on-going promotional campaigns. Direct responsibility for planning and executing integrated communications plans that result in achievement of specific business goals. Demonstrated experience effectively managing multiple concurrent projects within budgetary and timeline constraints.

B2BWorks, Chicago, IL (June 2000 – April 2001)

Marketing Communications Director (June 2000 – April 2001)

- Aggressive implementation of online and print advertising initiatives. Developed corporate sales collateral and promotional activities for this Internet based business-to-business network comprised of trade publication, association and independent business-oriented websites.
- Key speaker at Pre-Conference Seminar for Ground Zero 4 E-commerce conference on topic of B2B marketing approaches, sharing industry knowledge and forecasting future trends.

Lord Corporation, Cary, NC (November 1988 – June 2000)

Advertising Manager (November 1988 – June 2000)

- Managed global advertising and exhibition activities for the Chemical Products Division with five direct reports. Developed and implemented comprehensive communication strategies that supported business goals through both domestic and international trade advertising, tradeshow participation, inter/intranet development and utilization, multimedia presentations and public relations activities. Received recognition by the International Association of Business Communicators and the American Advertising Federation.

Education

- M.A. Advertising and Design - Syracuse University
- B.A. Communications - Slippery Rock University of Pennsylvania