

Andrew Healy

Marketing Professional

Contact

Address

Napa, CA 94558

Phone

(707) 227-4273

Website

andrewhealy.net

Email

andrewjhealy@gmail.com

LinkedIn

linkedin.com/in/socialandy

Strengths

Extensive Retail & Customer Service Background

Strong Project Management Skills

Global Work Experience

Respected Public Speaker

Digital Marketing Early Adopter

Google Local Guide Level 8

A self-motivated professional with a vast range of global marketing and sales experience in a number of industries. Works on own initiative and as part of a team and is an effective leader, delegator, and project manager. A concise communicator, both verbal and written, to all levels within and outside an organization. Strong marketing knowledge with an eye to sales. Dedicated to establishing and maintaining high standards of marketing content.

Work History

2011-
Current

Founder & Chief Social Officer

3 Rock Marketing, Napa, California

Since 2011, 3 rock marketing has served dozens of clients in the Digital and Social Marketing space by assisting them to achieve their goals. By operating what is considered a digital "one-stop-shop" we have established a reputation for getting the job done whether the work is done internally or outsourced to our specialist partners.

- **Social Media** - Content Planning (Creation & Curation) - Outlet Management - Facebook, Instagram, LinkedIn, YouTube, Pinterest, Twitter, Google My Business, and more...- Monitoring and Scheduling (via Fanbooster, Hootsuite)
- **Websites** - Project Management from design to launch - WordPress, Drupal, SquareSpace, WIX - Maintenance via CMS dashboard(s)
- **Online Advertising** - Facebook/Instagram, YouTube, Twitter, Snapchat - Google PPC & Retargeting
- **Email** - Calendar Creation & Management - Scheduling - Copywriting - Image Design Management on Klaviyo, Mailchimp, Constant Contact, Vertical Response
- **SEO/SEM** - website audits and search focused content creation
- **Events** - pre-event promotion and marketing in addition to "at event" social media coverage
- **Issue & Crisis Communications** - Earthquake, Floods, Fires, and now a Pandemic...
- **Visual Media Production Management** - Photography - Infographics - Video - GIF's
- **Ecommerce** - Shopify - integration with Klaviyo, Refersion, Facebook - New Product Launch - Reporting
- **Analytics & Metrics Analysis** via Google Analytics, Fanbooster (previously Social Report), and Native Outlets
- **Affiliate Management** via Refersion platform - US 1000+ - Europe 125+
- **Influencer** - Outreach - Relationship Building - Management
- **Budgeting** - Creation & Management
- **Project Management** via Salesforce, Slack, Trello, Monday, Asana, Basecamp
- **Other** - EDDM, Logo Design, Branded Merchandise

2009-2011 **Owner**

Three Rock Wine Company, Napa, California

- Contract marketing partner for wineries and other hospitality businesses
- Project managed the “Napa Zin Trail” print, social and website launch
- Founded the Napa Facebook MeetUp monthly mixer
- Created and produced the “Irish Wines are Smiling” event
- Presented and spoke at Napa Chamber of Commerce, Napa Valley College, Wine Industry Technology Symposium

PLEASE CHECK MY LINKEDIN PROFILE FOR COMPREHENSIVE WORK HISTORY

Systems Knowledge

Microsoft Office Suite + Sharepoint

SalesForce - Slack - Gorgias - Monday.com - Asana - Trello - Basecamp - Dropbox - Canto

Education

1988-1990 **Dip: Hotel & Catering Supervision**

Technology University Dublin - Cathal Brugha St.

1989-2008 **Wine & Spirit Education Trust (WSET)**

Diploma - Section 1 - Tasting & Theory - 1997 & 2008

Basic Cert. & Higher Cert. - 1989

1982-1988 Blackrock College, Blackrock, Dublin

Interests

Golf, Cricket, Chess, Hiking, Cycling, Wine, Travel, Reading

Volunteer Experience

2011- **Napa Valley Cricket Club**

Current Vice President

2011-2016 **TEDxNapaValley**

Co-Curator & Emcee

MORE INFO AT ANDREWHEALY.NET