

# Andrew Healy Portfolio

## Social Media



- Have worked on Social Media for business since early 2009
- Early Adopter of multiple Social Media outlets since 2009
- Currently work in - Facebook, Instagram, LinkedIn, YouTube, Google My Business, Pinterest, Twitter, NextDoor, TikTok, Snapchat, Tumblr
- Currently manage a number of integrated Facebook / Instagram Ad Campaigns

# Websites



- Project Managed multiple website designs and builds on Wordpress, Drupal, SquareSpace, WIX, Shopify
- Ongoing management of content updates on various website platforms through Content Management System (CMS)
- Written numerous website RFP's
- Hired and managed agencies for website builds and website content creation
- Managed the optimizing of sites for SEO

# Crisis Communications



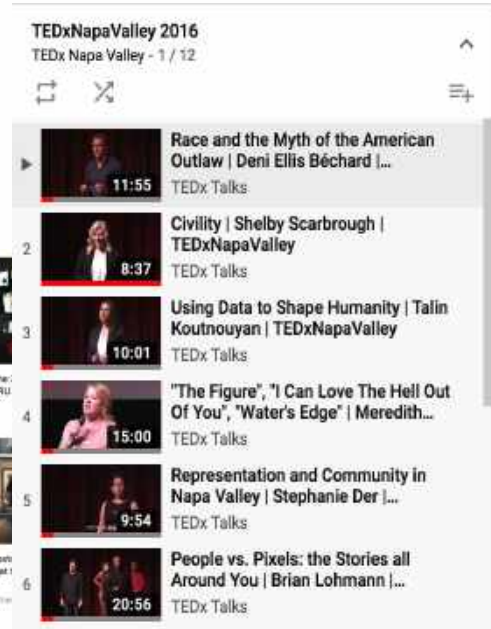
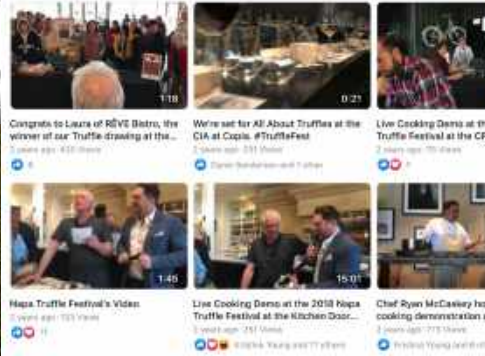
With clients draft and agree ongoing messaging - add to imagery - push out across multiple social outlets, website, email

- 2014 South Napa Earthquake
- Russian River flooding
- 2018 Yountville Veteran's Home Shooting
- Wildfire Season - 2016, 2017, 2018, 2019, 2020...
- 2020/2021 COVID-19 Pandemic

# Video

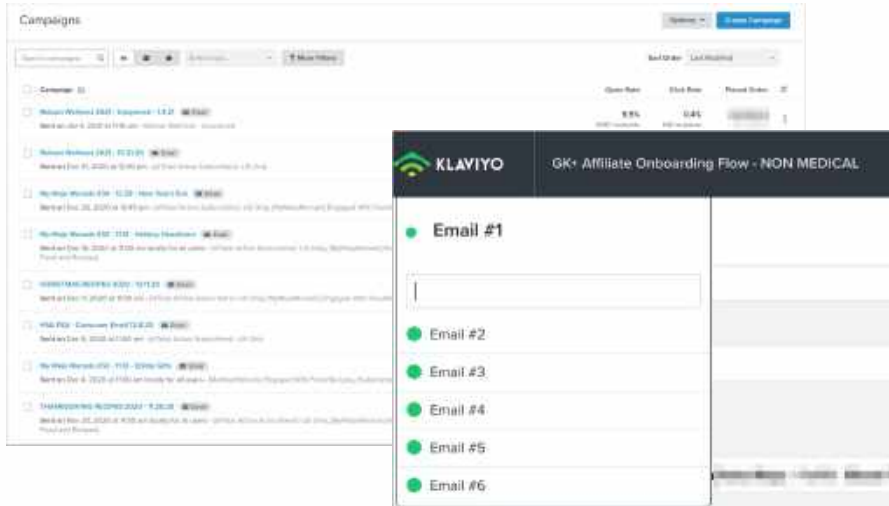


ADELAIDE | SOUTH AUSTRALIA  
BILBAO | REDJA  
BORDEAUX  
MENDOZA  
MAINZ |  
PORTO  
SAN FRANCISCO | NAPA VALLEY  
VALPARAISO | CASABLANCA VALLEY  
VERONA



- Worked with multiple video production and editing companies since 2010
- Have managed the creative process from storyboard to launch & promotion for multiple projects
- Have managed single shoots with multiple different videos being the objective
- Upload and distribution across multiple social outlets, website, email

# Email



- Worked across multiple Email Management Systems (EMS) including Klaviyo, Mailchimp, Vertical Response, Constant Contact
- Created email templates in conjunction with clients and design agencies
- Create and manage ongoing campaigns and onboarding flows

# Events



- In advance marketing and promotion for client events through Social Media, Online Advertising, Email
- Provided "at-event" Social Media coverage including "Live From..." updates of imagery and video
- Facilitated multi-outlet "Livestreams" from events
- Organized TEDxNapaValley (5 events 2011 - 2016) with up to 800 attendees
- Part of the Napa Valley Cricket World Series team that coordinates event marketing, permits etc.



## Rugby World Cup fever hits valley

ANDREW HEALY For the Register | Sep 17, 2015 Updated Sep 18, 2015



Former Irish rugby player Paul Wallace, left, and Scottish rugby legend Gavin Hastings, right, visit Scottish winemaker Robin Akhurst at Swanson Vineyards in Oakville after they were panelists at the recent Rise of Rugby event in San Francisco.

Ads by Google

Stop seeing this ad

Why are we?



- Written over 50 Media Releases for distribution to North Bay news outlets
- Liaised with numerous local Napa Valley journalists for client article and features
- Wrote 2015 piece for Napa Valley Register on Rugby World Cup



# Keto-Mojo (2017 - Current)

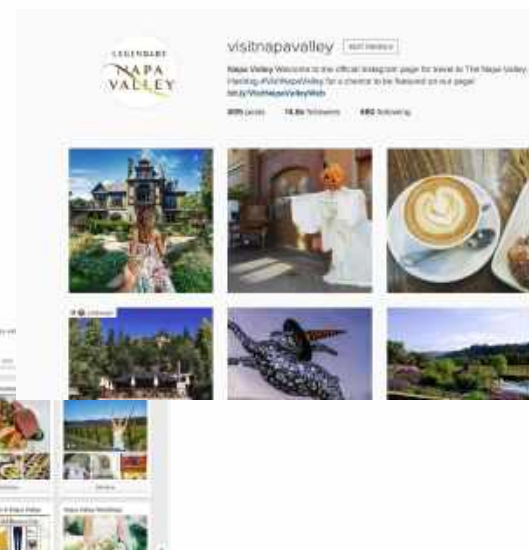
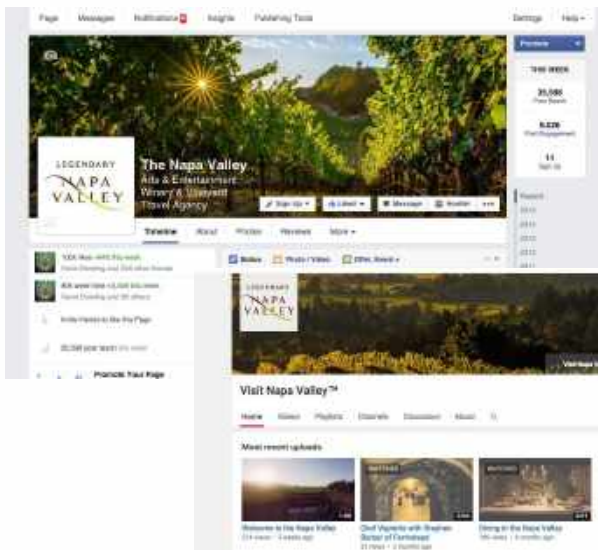


- Currently manage all Social Media outlets, Social Media Advertising, Content Calendar Planning, Email, Influencer Outreach, Affiliate Program, Creatives
- Client markets and sells a blood ketone meter to the keto / low-carb community

## Achieved to Date

- Facebook 32,000+, Twitter 7,900+, Pinterest 16,000+, Instagram 80,000+, YouTube 1.9 million views
- 7% of website traffic from Social Media | 7% from Email | 3% from Affiliates

# Visit Napa Valley (2010 - 2015)



- Created and managed all Social Media outlets and Social Media Advertising
- Multi-Year Event coverage at "Flavor Napa Valley" event

## Achieved

- Facebook 100,000+, Twitter 17,000+, Pinterest 3,600+, Instagram 14,700+, YouTube 10,000+ views
- 11% of VNV website traffic from Social Media