

# ANDREW KIRSCH

DIGITAL MARKETER

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## WORK EXPERIENCE

### Marketing Coordinator

June 2023 – Present

Clinician Box, Remote

- Manage digital marketing strategy and execution across a portfolio of 10+ healthcare clients, with deep involvement across 3 high-touch accounts, including monthly client meetings, campaign planning, and performance reporting.
- Plan and execute multi-channel campaigns coordinating social media, paid ads, email, on-site promotions, and conversion tracking to support product launches and client growth.
  - • Created and managed 6+ month email campaigns for the Snot Force Alliance annual conference, reaching an audience of 5,000+ contacts.
  - • Built multichannel launch campaigns for Narisure (dry nose oil) spanning social, paid ads, email, discount promotions, and site notifications.
- Create, manage, and optimize Google Ads and Microsoft Ads campaigns; implement GA4 conversion tracking and UTM parameters, collaborating with developers as needed.
- Lead social media content strategy for 9 clients, managing monthly calendars, copywriting, photo/video editing, and graphic design to brand standards.
- Produce digital and print marketing materials including landing pages, flyers & signage, directing designers or executing independently.
- Deliver monthly SEO, ads, and social media performance reports; develop client presentations and case studies highlighting campaign results.

### Marketing Intern

Summer 2022

OvareGroup, Louisville KY

- Developed a product bundle strategy and customer lifestyle survey; presented findings to agency leadership including the Strategic Services President.
- Researched Kentucky tourism destinations for a statewide campaign; created TikTok and Instagram content for a client pickleball brand.
- Crafted client email campaigns with custom header designs and personalized copywriting.

### Co-Founder & Head of Marketing

Sep 2020 – Sep 2021

Bluey, Louisville KY

- Co-founded a startup selling hand-painted skateboards; led marketing across TikTok, Instagram, and Facebook.
- Managed pricing, supplier selection, legal structure, and direct customer communication.

## SKILLS & TOOLS

#### PAID ADVERTISING

Google Ads, Microsoft Ads, Meta Ads

#### ANALYTICS

GA4, UTM Tracking, SEO & Ads Reporting

#### EMAIL MARKETING

Campaign Management, Segmentation, Mailchimp

#### DESIGN & EDITING

Canva, Lightroom, CapCut, Final Cut Pro

#### SOCIAL MEDIA

Instagram, Facebook, LinkedIn, X  
YouTube, TikTok, Hootsuite

#### PRODUCTIVITY

Excel, Word, PowerPoint

## EDUCATION

#### BSBA Marketing

University of Louisville · 2020–2022

GPA: 3.70 · Dean's List

#### Marketing Major

University of Kentucky · 2018–2020

Provost Scholarship

#### Google Certification

Digital Marketing & E-commerce Specialization

7/7 Courses Completed