

Andrew Armstrong

Content Marketing Manager / Videographer / Motion Graphics Artist

Louisville, KY 40205
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PROFESSIONAL SUMMARY

Experienced and reliable Content Marketing Manager, Videographer, and Motion Graphics Artist with over two decades of expertise. Specializes in delivering innovative and analytical marketing solutions. Committed to delivering captivating designs through strategic storytelling and visually dynamic content.

PORTFOLIO

www.distilledpixel.com

EXPERIENCE

Industrial Process Systems

Louisville, KY - *Content Marketing Manager*

2023 - PRESENT

Built strong brand awareness campaigns through trade show video productions, social media, and YouTube channels. Redesigned multiple unsuccessful campaigns leading to an increase in social media traffic of over 400% and \$8.5 million in increased sales.

Freelance

Louisville, KY - *Content Marketing Specialist / Video Producer*

2016 - 2023

Leveraged data, research, and trends to produce a wide array of creative campaigns for local and national clients. Provided engaging and influential content that resonated with their audience, leading to increased brand engagement. Adapted to industry trends by analyzing content performance metrics.

Red Hog

Louisville, KY - *Social Media Manager*

2016 - 2019

Using an omni-channel strategy developed strong marketing campaigns via social media, print advertising, and email that upheld brand identity. Elevated brand awareness by increasing social media following by 700%.

Distilled Pixel

Louisville, KY - *Owner / Producer*

2013-2016

Developed compelling and actionable content for clients using a combination of skillful storytelling and dynamic visuals in motion design. Strong organizational skills and time management allowed me to consistently juggle multiple campaigns while maintaining brand consistency and integrity.

Kroger Television

Louisville, KY - *Producer / Director*

2007-2013

Managed all aspects of Kroger Television from scriptwriting to shooting, post-production, and directing live broadcasts. Ensured projects remained on time and under budget while increasing sales and service.

WHAS-11

Louisville, KY - *Editor / Videographer*

2002-2007

Edited segments for newscasts using both linear and non-linear editing. Worked closely with reporters and producers to mold informative and engaging content that consistently led to #1 ratings.

SKILLS

Content Marketing
Videographer
Analytics
Motion Graphics
Editing
SEO
Storytelling
Script Writing
Email Marketing
SaaS
Adobe Premiere
Adobe Photoshop
Adobe After Effects
Hubspot
3D Animation
Wordpress
Photography
Drone Operator
Talent Coach

CERTIFICATIONS

Hubspot Digital Marketing
Google Ads - Measurement
Google Ads - Creative

HOBBIES

Cooking
Fishing
Scuba Diving
Hockey
Metalwork
Motorsports

EDUCATION

Xavier University

Cincinnati, OH — B.A. Electronic Media
1998 - 2002