

# Andrew Hess

www.EmphireDesign.com

ahess@emphiredesign.com

678.357.5177

## Websites

mgconcrete.com  
csolutions.cc  
rejuvaspine.com  
hyperionultrasound.com  
customjet.biz

## Software

### Adobe

Photoshop  
Illustrator  
InDesign  
Dreamweaver  
Flash

### Microsoft

Windows  
Word  
Access  
Excel  
PowerPoint

## *BRAND DEVELOPMENT · MEDICAL MARKETING · PROJECT MANAGEMENT*

Results-driven and diversely talented with a passion for developing new and creative ideas. Excellent team player with ability to transform an idea into effective marketing material. Resourceful and dedicated to increasing awareness in consumers and effectively meeting business goals. Core competencies include:

- Project Management
- Web Design (including Web 2.0)
- Print Work
- In-person and Online Presentations
- Trade Show Management
- Social Networking Media
- Production Under Deadlines
- Advertising Planning and Purchasing
- Relationship Building
- Pricing/Contract Negotiations
- Database Development and Management
- Cost Reduction

## EXPERIENCE

Emphire Design – Norcross, GA

2009 - Present

Owner

- Counseled with clients in order to determine the best course of action for reaching new customers and improving online visibility
- Executed marketing and design projects for clients in industries ranging from concrete construction to chartered jets
- Enabled clients to effectively communicate by creating brand media including websites, logos, brochures and follow-up tools including customer surveys
- Utilized social media websites to strengthen relationships with current and potential clients

Middle Georia Concrete Constructors, Inc. – Atlanta, GA

2007 - 2009

Marketing Manager

- Spearheaded a new department and developed a marketing plan and budget to facilitate a better understanding of marketing activities within the company
- Significantly strengthened market presence with deliverables including brochures, spec sheets, job site signs, vehicle wraps and sales presentation folders
- Designed and maintained online media and authored a blog to keep visitors informed of news related to the company including new projects and trade magazine features
- Executed production of trade show booths from concept to implementation and promoted multiple brands at events
- Improved and tracked web performance utilizing Search Engine Optimization software
- Produced a quarterly newsletter to keep employees and clients updated on events, including upcoming and completed projects

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North American Medical, Inc. – Marietta, GA 2005 - 2007

Marketing Manager

- Designed and wrote copy for collateral including brochures, spec sheets, posters and sales presentation folders
- Assisted in several aspects, including product development, of the production and marketing of a dual touch-screen portable ultrasound
- Conducted regular communication with physicians with the goals of product improvements, clinical study publication and hosting a series of national seminars
- Served as team leader in collaborating with outside agencies on the launch of a new medical treatment
- Established websites for several brands using Macromedia Flash, HTML and CSS
- Coordinated trade show exhibits, as well as visual presentations show at trade shows
- Managed print advertising including designing ads, writing copy and negotiating the purchase of ad space
- Analyzed advertising ROI and presented monthly reports to the Vice-President of Communications

Blue Sky Construction, Inc. – Lewiston, NY, 2002 - 2005

Co-owner/Business Director,

- Oversaw the day-to-day business operations of the company, including accounting, vendor relations, pricing negotiations and job planning
- Acquired new clients through prospecting, networking and homeowner presentations
- Established a convenient way for potential customers to view previous projects and request estimates with a user-friendly website
- Created and maintained a customer database to better track trends and costs, improve communication with clients and facilitate mailings

Kee Industrial Products – Buffalo, NY 2001 - 2002

Marketing Coordinator

- Reduced operating expenses by nearly 40% as a result of producing marketing materials in-house and negotiating better rates for advertising space
- Managed company websites, which included hundreds of products, several languages and instructional videos
- Coordinated travel for sales representatives using alternative resources to reduce cost and maintain or improve the level of accommodations
- Maintained the existing library of product information and developed collateral for new products while maintaining a look consistent with the preceding literature

## EDUCATION

SUNY College at Fredonia – Fredonia, NY 2000

- Bachelor of Science in Business Administration