

Andrew J. Rosenthal

marketing consultant

Resourceful and aggressive, I will help tell your story.

ACCOMPLISHMENTS

- Co-founded and led marketing for consumer services website (happier.com) into revenue-generating category-leader
- Responsible for happier.com features in national, regional, and niche print publications; TV and radio; blogs
- Drove rapid-growth of marketing programs: Twitter (4,000+ followers); Meetup (groups in 7 cities)
- Oversaw growth of not-for-profit alumni organization to “best in the world,” including recognition in *Wall Street Journal*
- Background in successful B2B and business services sales informs execution of targeted, effective marketing
- Experience in start-up environment and major institutions means depth of experience and resourceful flexibility
- Advising small regional business on web presence overhaul; online and in-print marketing expansion

SKILL SUMMARY

- Writing and management of press releases, brochures, website copy; excellent writing skills
- Development and nurturing of social media presence: Facebook, LinkedIn, twitter, WordPress (blogs), and online communities
- Marketing management programs such as Google Analytics; affiliate sales including Amazon, Zazzle, Café Press
- Media relationships; story development and reporter nurturing
- Public events: planning and organization, public speaking, follow-through and publicity
- Experience with all aspects of business process leads to insights on ways to maximize marketing timing, impact'
- Excellent project management; integration and communication with team and vendors
- Screening, selection and management of vendors: PR, design, marketing management and professional services

MEDIA EXPERIENCE

- National print and TV: *New York Times*, CNN, NPR, *Boston Globe*, *San Francisco Chronicle*, *Chicago Tribune*
- Ability to relate to niche audiences: *Essence Magazine*, *Jewish Review*, *Jewish Exponent*, *Philadelphia Business Journal*
- Identifying opportunities for local relevance: Bend Bulletin, local radio in more than a dozen markets
- Story development and nurturing for magazines: *SELF*, *Prevention*, *Philadelphia Magazine*, *Palm Springs Life*
- Identifying and nurturing relationships with bloggers: interviews, guest posts and story citations

EDUCATION AND CURRENT COMMUNITY LEADERSHIP

University of Pennsylvania, 2006, College of Arts and Sciences, Bachelor of Arts: Cum Laude; With Distinction; University Scholars

University of Pennsylvania Alumni Club of Philadelphia, *President*

- Winner of Alumni Club Award of Merit (2009-2010); frequent invited panelist; volunteer management
- Recognition: *Pennsylvania Gazette*, *Jewish Exponent*, *Jewish Review*, *Wall Street Journal*, *Daily Pennsylvanian*

Penn Alumni, *Executive Board and Member At Large*, 2008-2010, appointed by Alumni Trustee and University Assoc. Vice President
Psi Upsilon of Philadelphia, *Trustee*

CAREER HIGHLIGHTS

Reflective Learning d/b/a happier.com, *Radnor, PA*

Vice President: Marketing and Business Development

- Grew company to more than 48,000 registered users, with 20% monthly revenue growth
- Represented company as speaker at over 15 events; presented at Board of Directors and Shareholder meetings
- Led business research and development efforts in China, Switzerland, Australia and the U.S.
- Sold and implemented solutions with Fortune-500 companies (Google, BP) and institutions (Wharton, Chicago Booth)
- Selected, hired and supervised professional services firms: design, development, public relations, marketing

Positive Psychology Center, University of Pennsylvania, *Philadelphia, PA*

Project Coordinator, Positive Psychology Center

- Managed research team measuring optimism in presidential elections; featured in *New York Times*; *San Francisco Chronicle*
- Invited lecturer, Master in Applied Positive Psychology program; 2006, 2007, 2008, 2009
- Member, Institutional Review Board (high-risk); Appointed 2006-2009, re-appointed 2009-2012