

# Andrew Ertell

## Education

2005-2009  
Evanston, IL

### Northwestern University

B.A. in Radio/Television/Film & Economics (double major)  
Minor in Political Science

**Relevant Courses:** Film Production, Designing for the Internet, Sound Production, Editing, Cinematography, Media Contexts, Theories of Argumentation, Theories of Mediated Communication, Econometrics, Advanced Micro and Macroeconomics

## Experience

2005-2009  
Evanston, IL

### MediaWorks Consultant, Northwestern Academic Technology

- Scheduled staff-run training sessions for 5 full-time employee instructors
- Answered phones and provided detailed support, used VHD call tracking system
- Created and developed "tipsheets" serving as a best-practices guide for new employees in how to address frequent questions and accomplish common tasks
- Supported students using specialty software and lead tutorial seminars for groups learning to use Final Cut Studio and Adobe CS
- Performed administrative duties as needed

2008-2009  
Evanston, IL

### Director of Operations, NorthByNorthwestern

- Identified and targeted new potential advertising partners increasing advertising revenue 200%, turning a profit on print magazine for the first time
- Developed client-friendly fully-automated system for online ad sales, increasing quantity of online ads sold by 300%
- Increased print circulation 200% (2000 -> 4000), increased traffic to website 150% year-to-year, both at highest level ever
- Prepared and submitted organization award applications - Won 11 including *Best All-Around Independent Student Publication* from Society of Professional Journalists

2008-2009  
Evanston, IL

### New Media Director, A&O Productions

- Managed and coordinated 96 runs between 14 automobiles for transportation of artists and equipment during all day concert event in a field
- Designed and implemented series of online polls to determine what entertainment would drive ticket sales - used analyzed data in future board conversations
- Started organization twitter account and created incentives to accumulate followers allowing quick, accurate, and direct communication of event information on days of events
- Adapted internal reference documents, bringing them online to make them collaborative and easy to pass on during future board transitions

Summer 2008  
Evanston, IL

### Technical Web Services Intern, Gecko Designs, LLC.

- Provided all PHP support, expanding company services into application development
- Designed and implemented e-commerce stores, marketing campaign e-mailers, interactive support forms, and more

Winter 2008  
Chicago, IL

### Entertainment Intern, Starcom Entertainment

- Developed a competitive analysis of entertainment placements for major credit card companies to determine potential integration opportunities for a client.
- Scanned industry publications for broadcast trends to incorporate into an annual company-wide television programming handbook
- Monitored and recorded all on-air placements for clients

## At a Glance

Organized and detailed young professional with excellent communication skills. Experience in fast-paced hard-working environments managing complex schedules, organizing large amounts of information, and balancing many tasks simultaneously.

Previous experience includes entertainment marketing, digital media and film production, online and print publishing, customer service, and sales.

My specialty lies in integrating traditional media and communication with new online opportunities, managing team projects, and blending both creative and business perspectives to bring new ideas to life.

## Get in Touch

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Los Angeles, CA 90034

## Skills

Expert skills on both Mac and PC. Years of experience with office software such as Word, Excel, Powerpoint & scheduling software.

Film production experience & advanced software knowledge in Final Cut Studio, Pro Tools, and Adobe CS4. HTML, JavaScript, PHP application design, & CSS experience.