

ROBERT GEORGE ANDREWS III

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EDUCATION

University of Southern California

Los Angeles, California

- Bachelor of Arts, Communication - Annenberg School for Communication
- Minor, Entertainment Industry - School of Cinematic Arts
- Minor, Marketing - Marshall School of Business

Aug 2021 – May 2025

EXPERIENCE

Zevtron

San Diego, California

Marketing & Communication Lead

May 2021 - Present

- Enhance development of digital marketing and brand strategy at an EV software startup, creating cross-platform campaigns, persona-driven content, email outreach, and promotional materials to boost visibility, engagement, and sales
- Lead HubSpot integration, consolidating data from Klaviyo and other tools into one platform; build automated workflows, segmented outreach, and accurate pipeline tracking to streamline operations and improve collaboration
- Organize CRM operations in HubSpot after migrating all Salesforce data, administering lead processing, customer onboarding, sales order management, branded sales collateral production, and vendor coordination for printing and distribution
- Conduct market research and competitive analysis to inform executive proposals, refine brand messaging, draft and edit communications, and track campaign performance using Google Analytics, HubSpot, and CRM dashboards

Surfdog Records & Dave Kaplan Management

San Diego, California

Summer Intern

July 2023 - Aug 2023

- Led Sublime's (@sublime) social media, driving 32.9K new Instagram followers (+4.4%), 5.67M users reached, and 7.8M impressions; boosted Facebook to 14.1M reach and 641K engagements by refining audience targeting and content timing
- Reviewed and curated content for 10+ podcast episodes, selecting top thumbnails and clips; developed scheduling strategies, increased cross-platform engagement by 20%, and achieved 100K+ views per post
- Directed the Sublime x Market 30th Anniversary merchandise launch, managing licensing, retail strategy, and approvals; oversaw album distribution for 5+ albums via The Orchard, leading to 25% higher retail visibility, 10% merchandise sales increase, and 15% sales growth during releases
- Researched key industry trends (including AI voice licensing) and coordinated 100+ merchandise orders with Pitney Bowes, ensuring timely and accurate shipping

RELEVANT COURSEWORK

- *Cali Squeeze* - Refreshed brand voice and storytelling for Gen Z, building a cross-platform social content strategy emphasizing lifestyle engagement on TikTok and Instagram
- *Lyft* - Designed a digital marketing strategy targeting college students, including social media, blog content, email layout, SEO, and influencer activations
- *Uber* - Pitched a luxury lifestyle commercial campaign, overseeing creative tone, visuals, and emotional pacing
- *The North Face* - Analyzed brand positioning and proposed growth strategies in streetwear and DTC markets, including campaigns

LEADERSHIP & INVOLVEMENT

Pi Kappa Alpha Fraternity (Gamma Eta Chapter)

Member Since August 2022

Social Chair & Event Planning Manager

- Managed a \$110,000+ budget, overseeing event coordination and fostering campus partnerships
- *Recruitment Committee Member* - Led engagement strategies for 700+ prospective members
- *Outreach Committee Member* - Developed initiatives to strengthen community relations and philanthropic efforts

SKILLS

- *Marketing & Branding*: Brand Strategy, Audience Engagement, Digital Campaigns, Talent & Social Media Strategy, ShopMy
- *Creative & Strategic*: Storytelling, Brand Positioning, Campaign Development, Consumer & Competitive Analysis
- *Technical*: Salesforce, HubSpot, Canva, Marketo, Google Ads, Microsoft Office, Data Analysis, Market Research

INTERESTS

- *Swimming*: 11-year competitive swimmer, including 4-year varsity athlete and open water competitor
- *Volunteer*: 600+ hours to organizations including Roots & Shoots, Helen Woodward Animal Center, and Boys & Girls Clubs
- *Other*: Festivals, Music, Travel, Anime, Environmental Activism, Fashion