

Andrew G. Begin

Digital strategy, marketing and innovation leader

41 Moorland Ave.
Cranston, RI 02905
agbegin@gmail.com
860.716.5740

My Personal North Star

Make a positive impact doing meaningful work alongside passionate people.

Career Summary

A strategic thinker, leader and doer with 12+ years of experience building teams, crafting strategies and enabling execution against multi-year roadmaps. I've helped global organizations across many industries deliver measurably improved customer experiences using service design and design thinking tools. Experience ranges across:

- Digital transformation
- Design leadership
- Research methodology
- Omnichannel marketing
- Business development
- Building and leading teams

Work Experience

Vice President/Director, Experience Strategy | Digitas (a Publicis Groupe agency) 2018-present

Leading digital strategy for clients – including Fortune 100s – in financial services, retail and healthcare.

- **Innovation leadership:** Developed and launched a lean innovation model; built and oversaw the team responsible for successfully running the first innovation cycle.
- **Integrated campaign planning:** Crafted strategies that aligned digital website experiences with cross-channel ad campaigns to support a more seamless customer experience.
- **Employee engagement and communications:** Authored a roadmap for improving employee engagement and driving operational efficiency by evolving internal comms tools and processes.

Associate Director, Strategy | Mirum (a WPP/J. Walter Thompson agency) 2015-2018

Drove business impact for Fortune 500 companies like Qualcomm, Mazda and UnitedHealthcare.

- **Large-scale digital integration:** Led strategic planning and execution teams tasked with integrating digital properties for a \$38B acquisition.
- **Digital transformation roadmapping:** Developed multi-year, multi-million dollar strategic roadmaps that drive CX and operational improvement across Fortune 100 organizations.
- **Service design:** Designed and commercialized Service Design tools and processes in order to help B2B and B2C clients understand and quantify key opportunities for CX improvement.
- **Prototyping:** Built and tested prototypes and minimum viable products (MVPs) in order to inform product and service design and development.
- **Account growth:** Cultivated consultative relationships that helped clients succeed and helped Mirum drive client retention and growth. Responsible for over \$1M of organic growth in 2017.
- **Email marketing automation:** Brought marketing automation capabilities to multi-billion dollar companies, resulting in net new multi-million dollar leads for client organizations.

Experience Design Consultant | Freelance**2013-2016**

Grew client businesses by improving CX and optimizing marketing spend. Delivered research, strategic roadmaps, web development, email marketing, social media strategy, video, physical collateral and more.

- **Omnichannel marketing strategy and execution:** Crafted and executed cross-channel strategies that made use of organic and paid media across Facebook, Youtube, Google, Yelp and more.
- **Website development:** Managed teams of freelance professionals to design and develop websites involving ecommerce and lead generation tools.

Adjunct Professor, Social Media | University of San Diego (Continuing Ed.)**2012-2016**

Designed and launched the Online Marketing Strategies program in collaboration with USD Continuing and Professional Education dept. Developed curriculum and taught Social Media Marketing for five units.

- **Program development (2012):** Developed the curriculum structure and high-level course topics for the USD Online Marketing Certificate program, including SEO, SEM, Email marketing, Social media marketing, Branding, and other courses.
- **Social media marketing course curriculum:** Designed and continually evolved curriculum for USDMKT-805 Social Media Marketing and taught more than 60 students across 5 semesters.

Director of Strategy & Business Development | PINT, INC. Web Agency**2010-2013**

Led business development team that landed large web platform and digital transformation projects for \$1B+ organizations. Managed team members across multiple disciplines.

- **Digital transformation strategy:** Led research and strategy working groups that delivered and executed against a multi-year digital transformation roadmap.
- **Software sales:** Brought a software product (ZingChart) to market, selling >\$1 million in revenue within two years. Clients: Adobe, Apple, Microsoft, Alcatel-Lucent, Fidelity Investments, more.

Account Manager | Martino & Binzer Advertising & Interactive Agency**2008-2009**

Managed the agency's largest and most profitable client.

Account Executive (Prev. Acct. Coordinator) Mintz & Hoke Communications**2006-2008**

Managed B2B and B2C clients with billings in excess of \$2 million. Managed brand development, creative development, digital strategy, omnichannel advertising (TV, radio, print, online, outdoor).

Education:

UNIVERSITY OF MARYLAND | B.S. Marketing, Entrepreneurship Certification**2003-2006****Certified Professional Training:**

Design Leadership | Cooper**2016****The Art of Storytelling | Cooper****2016**