

# Andy Coleman

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814.573.6766

## PROFESSIONAL QUALIFICATIONS

A strong yet diverse background in cross-media, integrated executions and account leadership  
*See also: big-idea-comer-upper, forward-thinking, creativity-fueled all-around good-guy.*

## COMPUTER SKILLS

Windows XP      Mac OS X      Microsoft Office      Adobe Creative Suite      IMS Everywhere  
Strata Media Buying Suite      TNS Media Intelligence      Nielsen NetRatings / @plan      Google Analytics

## PROFESSIONAL EXPERIENCE

### Campaign Strategist

**BAM Advertising** Pittsburgh, Pa. 07/2010 – Present

- ∴ Account service, copywriting, online and traditional media planning / buying responsibilities for TGI Friday's Restaurants and Culligan Water.
- ∴ Project work for various local accounts ranging from car dealerships to financial services.

### Media Planner / Buyer

**Brunner Advertising** Pittsburgh, Pa. 02/2010 – 05/2010

- ∴ Online and traditional media planning and buying responsibilities for the Bob Evans Restaurants account, including online display, spot TV, radio and out-of-home.
- ∴ Extensive knowledge of the online sales environment from a variety of pricing models and available industry technologies.

### Media Planner / Buyer

**MARC USA** Pittsburgh, Pa. 06/2007 – 02/2010

- ∴ Media buying and planning responsibilities for national and regional clients across a variety of media types including online display and search, spot TV, radio, cable, out-of-home and print
  - Cedar Fair Entertainment, Culver's Restaurants, Gateway Rehabilitation, Moen Faucets, Pennsylvania Lottery, Rite Aid Pharmacy, True Value Hardware
- ∴ Actively involved with new business opportunities, competitive research and creative brainstorming

### Media Relations Coordinator, Graphic Designer

**Empty Jug Productions** Pittsburgh, Pa. 06/2005 – 08/2007

- ∴ Organized weekly press receptions, gaining regional media exposure for all productions
- ∴ Design of production-specific educational programming for area school districts
- ∴ Audio, video, and graphic production projects overseen and completed

### Student Media Honcho

**Point Park University**, Pittsburgh, Pa. 08/2002 – 05/2006

- ∴ General Manager, Programming/Promotions Dir (WPPJ Radio), Advertising Manager (*The Globe*, weekly student newspaper), Event Planning Staff (Dept. of Student Activities)

## EDUCATION

**Point Park University**, Pittsburgh, Pa ..... 05/2006

### BA Advertising & Public Relations

Minor in Broadcasting

### 3.49 GPA

Community Service and Leadership Award, Academic Excellence ..... 09/2002  
and Journalism & Mass Communications Department Scholarships

**Point Park University**, Pittsburgh, Pa.

High School Diploma, Meadville Senior High School, Meadville Pa..... 06/2002

Eagle Scout, Boy Scouts of America Troop 213, Meadville, Pa..... 08/2001