ANDY P. SMITH

EXPERIENCE

Blend
Content Marketer   2022-Present
Senior Copywriter   2021-2022
Copywriter   2020-2021

- Deepened brand engagement through targeted product campaigns and personalized content
- Contributing to 190% growth of banking transactions, 4.5x increase in revenue per transaction

Betaworks
Head of Content   2018-2020

- Drove marketing and communications for new membership venture
- Cultivating an engaged community of executives and entrepreneurs with 165% YoY revenue growth

Futurism
Staff Writer   2019

- Engaged dedicated audience of 6.2M through polished editorial and sponsored content with IBM

Wieden+Kennedy
Creative Director   2017-2019

- Delivered hundreds of omnichannel concepts for Airbnb and Budweiser, producing the very first Budweiser TV commercial in India (3.6M YouTube views) yielding consumer and industry acclaim

Greenpointers
Managing Editor + Staff Writer   2016-2018

- Sharpened and shaped the editorial voice of a diverse team of freelancers and wrote weekly articles contributing to 325% audience growth

The Yard: Coworking Collective
Director of Marketing   2011-2016

- Led company growth of 800% and expansion to six locations through original digital content, brand campaigns, targeted advertising, and partnerships with Samsung, Macy's, and The New York Times

EDUCATION

New York University
M.S. in Publishing

Pratt Institute
B.F.A. in Writing

SELECTED PUBLICATIONS

Blend
Seize the opportunity to gain PFI status with modern consumers

5 questions to determine primary status with customers

The surprising opportunities to gain trust in our post-loyalty economic downturn

Futurism
This Company Is Ready To Fight Back Against Climate Change

Quartz
How to Fake Your Own Book Deal and Get Away With It

SOSV
Bringing New Pollution Protection Facewear to Market

Prattfolio
How Can Virtual Spaces Make Art More Accessible?

Turn, Turn, Turn

Books
Can You Survive 2020: An Interactive Adventure

100 Things Phish Fans Must Know & Do Before They Die