

## ANDI CONTI

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### EDUCATION

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**THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business, Austin, Texas**  
Master of Business Administration, Dallas Program

May 2016

**THE UNIVERSITY OF TEXAS AT AUSTIN, College of Natural Sciences, Austin, Texas**  
Bachelor of Science in Textile and Apparel Design  
Business Foundations

- GPA 3.6

### EXPERIENCE

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**ACTIVE NETWORK, Dallas, Texas**

2015 - present

*ACTIVE Network is the leading global marketplace for activities and events, powering nearly 100 million registrations and more than \$3B payments worldwide.*

#### Digital Marketing Strategist (2015 – present)

- Optimized and managed existing inbound funnels to achieve a positive ROMI resulting in a pipeline of nearly \$900K in less than 2 months and more than tripled inbound leads year over year from 144 to 447.
- Presented in-depth analysis and data insights on a weekly basis to support strategic growth initiatives across 8+ strategic sites that involved coordinating with cross-functional teams such as SEO, development, product marketing and design.
- Facilitated strategic penetration into vertical markets by leading a team of designers, developers and SEO. Notable achievements include 3 website overhauls, an increased conversion rate of 120% month over month and a \$145K contribution to bookings.
- Managed Google AdWords, Bing, social and retargeting paid search initiatives and vendor relationships to improve overall conversion rate by nearly 800% and reduce cost per click by 21%.
- Identified and actively pursued efforts to optimize and maintain global B2B web properties through redesign and responsive implementation to improve goal conversion rates by nearly 9.24%.
- Successfully executed branding and product campaigns on a bi-weekly basis to support product releases, sales enablement and revenue goals.
- Developed and executed regional-specific ad campaigns for North America, EMEA and APAC.
- Improved overall social media performance and transformed it into a lead generating channel, subsequently increasing impressions and leads by 250% and nearly 400%, month over month, respectively.

**CLIENTS FIRST BUSINESS SOLUTIONS, Arlington, Texas**

2011 - 2015

*Clients First provides Enterprise Resource Planning Solutions to industrial firms with annual revenues ranging from 250 million to 5 million. CFBS is a national organization with 100 employees nationwide.*

#### Marketing Manager (2013 - 2015)

- Created over 40 landing pages and conversion paths resulting in an average conversion rate of 23% per month and increasing inbound leads by 65% per quarter.
- Launched initiative to consolidate all marketable data among the Sales and Marketing department by implementing a CRM system and inbound lead strategy that increase our marketable database by 200%.
- Direct, create and produce demo tutorial content to include 30+ videos covering Microsoft Dynamics NAV and AX.
- Copywrite and graphically design marketing and branding content to include over 50 materials such as brochures, white papers, press releases, corporate profiles and banners resulting in vertically focused content with a strong value proposition and brand presence.
- Grew social media presence by over 1000% by transforming a non-existent media presence into an active collaborative channel, expanding Google+ followers from 0-76, increasing LinkedIn followers from 100 to 351 and growing a twitter following from 0 to 866.
- Launched two websites and leveraged SEO and content to expand prospect reach and brand presence resulting in an increase in web site visits by 40% per month.
- Planned and executed over 20 marketing campaigns, with the most successful driving an attendance of 80+ people. On average, campaigns generated 3 qualified leads per campaign for deals that range between \$50,000 and \$500,000,000.

## **ADDITIONAL**

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- Platform fluency: Salesforce, Eloqua, Google Analytics, Adobe Omniture, Tableau, Microsoft Dynamics CRM, Microsoft Dynamics AX, Microsoft Dynamics NAV, Acumatica, HTML, CSS, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Microsoft Office, Camtasia Studio, Video Production, HubSpot, Wordpress, Facebook, Twitter, LinkedIn, Instagram, Adroll, Retargeting, Adwords, BingAds, Basecamp
- Conversationally fluent in Spanish
- Volunteer designer of Condom Couture, benefitting the FaceAids foundation 2009
- **Work Eligibility:** Eligible to work in the United States with no restrictions