

# Andrew Vessels

## Strategist

2217 Floyd Avenue, APT B  
Richmond, Virginia 23220

T 804.387.7230

andrew.vessels@gmail.com

andrewvessels.com

|                 |  |
|-----------------|--|
| About Me        | blue collar beer snob + bargain hunter + wikipedia addict + adventurous eater + drummer + dog & cat father + traveler + home cook + musical omnivore + trivia nerd + late night DJ   |
| Education       | VCU Brandcenter, Richmond, VA – M.S. Business/Branding - Strategy, 2015 - 2017<br>University of Virginia, Charlottesville, VA – B.A. Cultural Anthropology, 2004 - 2008  |
| Skills          | Quantitative & Qualitative Research + Creative Briefs + Positioning + Comms Planning + Presenting + Decks + Competitive Analysis + Consumer Journeys + Targeting + Segmentation + Ethnography + Concepting + Final Cut Pro + Innovation + Relationship Management  |
| Work Experience | <p>Deeplocal - Pittsburgh, PA - <i>AdAge 2016 Small Agency of the Year, Silver</i><br/>June 2016 - August 2016</p> <p>Strategy Intern</p> <ul style="list-style-type: none"><li>• Accounts: Netflix, ABC Freeform, National Geographic, Twilio</li><li>• Exercised strategic capabilities from research and analysis to briefing the creative team</li><li>• Concepted with creative teams and pitched to Creative Director</li></ul> <p>Dell Inc. - Reston, VA<br/>October 2011 - February 2015</p> <p>Started as an entry-level sales rep and ended tenure as an Account Manager</p> <p>Channel Account Manager, Western US 2014-2015</p> <ul style="list-style-type: none"><li>• Built and maintained relationships with technology partners to build Data Protection brand</li><li>• Trained partners on products as well as marketing materials and sales strategies</li></ul> <p>Channel Inside Product Specialist IV, 2013-2014</p> <ul style="list-style-type: none"><li>• Managed sales team in the absence of the Regional Manager</li><li>• Presented business plans and sales forecasts to Sales Director</li><li>• Trained new reps in the specifics of channel sales</li></ul> <p>Channel Inside Product Specialist II, 2013<br/>Business Development Representative, 2011-2013</p> <p>Siips Wine &amp; Champagne Bar - Charlottesville, VA<br/>October 2008 - August 2011</p> <p>Friendly, neighborhood wine pusher</p> <ul style="list-style-type: none"><li>• Bartender, Server &amp; Floor Manager</li></ul> |