

Andrew M. Cleff

Creative Thinker • Problem Solver • Project Leader

With more than two decades of business-savvy experience and a strong focus on B2B functions, understands that design is the landscape where companies compete for positioning, mindshare, and increased sales.

- Leads creative teams to deliver insightful strategies and tactics that are thoughtfully researched, well-executed, and translate effectively into increased brand equity for a healthier bottom line.
- A proactive project manager who reinforces visual messages to keep businesses and organizations at top-of-the-mind awareness, leveraging technical accuracy and commercial awareness.
- Culturally astute, with global experience and language ability in Mandarin, Spanish, Korean, and Japanese.

Core competencies include:

Brand Identity

Business Development

Client Relations

Internet Marketing

Joint Ventures

Needs Assessment

Online & Print Advertising

Presentations

Product Marketing

Project Management

Public Relations

SEO/PPC Optimization

Social Media Integration

Team Leadership

Team Motivation

Technical Support

Technology Research and Implementation

Training and Development

Web Design, Development and Maintenance

Professional Experience

Ampersand Design, Inc., Doylestown, PA - Founder and President

1989 – Present

A marketing, design and web development agency providing a wide range of services, including custom CMS development, e-commerce deployment, B2B and B2C branding and identity, print and interactive advertising, marketing collateral, SEO, paid search engine marketing SEM, social media optimization SMO.

Expands client value by utilizing expertise in graphic design and project management to conceptualize, create, and deliver innovative solutions for clients in a wide range of verticals including Fortune 500, SMB, educational, legal, automotive, consumer goods, manufacturing, pharmaceutical, and non-profits.

Key highlights:

- Works confidently and effectively with all levels of organizational contacts from C-Suite, VP, Director, Executive Assistant to Intern.
- Effectively builds, leads, manages and motivates cross-functional teams including staff and subcontractors.
- Provides full scope definition and resource allocation on simple to complex projects ranging in duration from a few weeks to a full year, and budgets from five to six figures.
- Runs multiple projects simultaneously.
- Researches, selects and implements appropriate technologies to solve organizations' marketing objectives.
- Consistently delivers completed solutions on time, within budget, and according to all client specifications, exceeding expectations using agile project management.
- Leads AI/UX, design, content strategy and programming teams for custom developed, open source CMS and traditional web site implementations.
- Builds multi-lingual e-commerce and CMS sites with social media integration.
- Performs multiplatform testing and QA to ensure smooth project launch.
- Drives improvements in clients' profitability and market presence by translating their business goals into integrated online/offline strategies.

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- Follows through with tactical execution of market research, content development, branding/identity, design/production of print collateral, advertising, PR coordination and implementation.
- Improves client ROI on marketing spend by effectively using SEO, SEM/PPC, and social media integration combined with closed loop analytics, monitoring and adjustment.
- Manages design, creation, and ongoing maintenance of multiple websites for both non-profits and associations.
- Effective presenter (formal and informal) and communicator in front of diverse audiences.
- Able to consistently articulate complex issues with clarity both verbally and in writing.
- Provides an organized approach to group brainstorming sessions and problem solving.
- Always keeps a big picture vision while working out details of tactical implementation.
- Honored with the Philadelphia DMA Benjamin Franklin award in 2005 for creative services meeting promotions.
- Recipient of three awards by New Jersey School Boards Association for Union City Board of Education communications materials and website in 2006.
- Recognized by *Philadelphia Business Journal* as top web site design and development agency in 2008.

Additional Experience

SmithKline Beckman Corporation, (GSK) (1982-1989) – Project Manager: USA, China, Japan, Korea, Australia

Education

Bachelor of Science - Civil Engineering and Architectural Design, *Magna cum laude*, Princeton University

Tools & Technologies

Facile with a complete array of tools, able to select appropriate toolset for problem at hand. Manages and mentors others in the efficient use of technologies. Fully ready, willing and able to roll up sleeves and dive in as well.

<i>Acrobat</i>	<i>Flash</i>	<i>Photoshop / LightRoom</i>
<i>BaseCamp</i>	<i>Google Analytics / Adwords</i>	<i>PPC/SEM</i>
<i>CMS Dev / Maintenance</i>	<i>HTML / CSS / PHP / mySQL</i>	<i>SEO Best Practices</i>
<i>Dreamweaver / GoLive</i>	<i>Illustrator / Freehand</i>	<i>Social Media Integration</i>
<i>Email Service Providers</i>	<i>ImpressCMS / XOOPS</i>	<i>SpringLoops / SVN / Versions</i>
<i>(ExactTarget, Vertical Response, Constant Contact)</i>	<i>InDesign / QuarkXpress</i>	<i>Strata 3D</i>
<i>Facebook Apps / Tabs</i>	<i>Linux Server Administration</i>	<i>UX / IA</i>
<i>FileMaker</i>	<i>MS Project / Merlin</i>	<i>Website Design & Management</i>
<i>Fireworks</i>	<i>MS Office / Word / Excel / Powerpoint</i>	<i>WordPress CMS</i>
		<i>X-Cart E-Commerce</i>

Service to Others

Supports local and national non-profits thru pro-bono website, social media and marketing collateral development:

- Twilight Wish Foundation - www.twilightwishfoundation.org
- Women’s Business Forum - www.womensbusinessforum.org
- Elephants Eye Studio Tour - www.elephantseyetour.org
- BreastCancer.org - www.bowlingforbreastcancer.org