

# Andrew A. Neppl

[andya2001@gmail.com](mailto:andya2001@gmail.com) | (561) 989-4812  
[linkedin.com/in/andrewneppl](https://www.linkedin.com/in/andrewneppl) | [nepplproductions.com](http://nepplproductions.com)

## Education:

**The Florida State University, B.S. in Advertising, Minor in Biology**  
Magna Cum Laude, President's List 2020-2023

Jun. 2019 – May. 2023

## Experience:

**FSU Askew Student Life Center, *Special Events Director***

Jul. 2022 – Jul. 2023

- Planned, supervised, and implemented 60 unique events for 44,000 FSU students and faculty
- Increased event attendance by 26% year over year by focusing on event collaborations with production studios such as HBO Max, Amazon Studios, NBC Entertainment, and Paramount
- Contracted and coordinated with vendors to provide materials and services for events

**FSU Askew Student Life Center, *Special Events Coordinator***

Jul. 2021- Jul. 2022

- Increased event attendance by 19% by focusing on collaborations with student organizations such as PRIDE Student Union, Cuban American Student Association, the Chi Theta Ques, and the Arab Student Union
- Planned and oversaw the allocation of a \$10,000 budget while actively tracking expenditures using Microsoft Excel
- Drafted social media posts and video trailers for social media promotional strategy
- Led post-event evaluation meetings; strategized future event plans based on feedback

**Arrowhead Advertising, *Director of Non-Traditional Research***

Aug. 2022 – Apr. 2023

- Managed FSU National Student Advertising Competition team in the formulation of original qualitative research methods focused on Gen-Z, such as the Music Association method and Whiteboard Visualization method
- Oversaw Gen-Z focus groups and interviews; designed surveys; gathered and analyzed data using Qualtrics software to better understand the motivations of our target audience

**Arrowhead Advertising, *Director of Video Production***

Nov. 2022 - Apr. 2023

- Headed pre-production script writing, storyboarding, and casting of 8 actors for video based promotion
- Directed cast and crew and produced a one-minute ad and a thirty-second ad utilizing Adobe Premiere Pro for our client - *Indeed*. Awarded *Best Creative* at the District 4 NSAC (National Student Advertising Competition)

**BowStern Marketing Communications, *Account Management Intern***

May. 2022 - Jun. 2022

- Analyzed the social media and website metadata of multiple clients using Google Analytics to trend impressions
- Assisted in all aspects of commercial video production; logistics, casting, location scouting, shooting, and set dressing for the Emmy award-winning Florida Forest Service advertising campaign
- Authored, edited, and finalized copy for digital social media posts and content

## Certifications & Skills:

Google Analytics 4 (GA4), *LinkedIn Learning Certified*  
Adobe Creative Suite; Premiere Pro, Lightroom, Photoshop, *LinkedIn Learning Certified*  
Social Media Marketing: Strategy & Optimization, *LinkedIn Learning Certified*  
Wrike, Slack, & Trello Management Software proficient  
Microsoft Office proficient  
Emergency Medical Responder (EMR), *DOT Licensed*  
Eagle Scout, *Boy Scouts of America*

## Volunteering & Activities:

**- FSU Medical Response Unit; Emergency Medical Responder**

Provided medical aid to patients on campus, trained EMR students in medical and operational practices

**- Advertising Club, Event Coordinator**

Planned and attended an advertising education trip to New York City focused on meeting advertising teams at The New York Times, TBWA\Chiat\Day, Wunderman Thompson, and Mother.