

Andrew A. Neppl

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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:

Allied Global Marketing, *Account Coordinator*

Apr. 2024 – Current

- Conceptualize and execute fully integrated field, digital, costume, and publicity campaigns for Amazon MGM Studios, Paramount Pictures, AppleTV, and Sony Pictures.
- Develop, maintain, and leverage relationships with media, promotional contacts, market influencers, community leaders, and grassroots organizations in support of marketing campaigns.
- Plan and staff experiential activations from start to finish, including creative and logistical executions at high-traffic festivals, conventions, and influencer events.
- Assist in arranging talent travel, transportation, hotel accommodations, media appearances, and junket interviews during publicity tours.
- Prepare time-sensitive market research reports, recaps, and campaign highlights for clients under multiple deadlines.
- Ideate and create copy for pitches, talking points, and social media posts.
- Develop and balance marketing and publicity campaign budgets within client needs.
- Procure and manage social media collaborations with select content creators to increase digital deliverables impressions and reach.
- Work with theater chains such as AMC, Regal, and Cinemark to facilitate the localized distribution of films in support of advance promotional, word of mouth, and press screenings.
- Manage state-wide press lists, collect and turn in film reviews, maintain review embargos, and flag potential points of conflict to studio clients.
- File expense reports for multiple staff and campaign partners using Projector, review and edit CFF's and internal expense charts.

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 through events with studios such as Amazon and Paramount Pictures.
- 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 annual event attendance by 19%.
- 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.

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:

Adobe Creative Suite; Premiere Pro, Lightroom, Photoshop
Wrike, Slack, Teams, Outlook, Office & Trello Management Software proficient
Basic Life Support (BLS) Certified
Emergency Medical Responder Certified
Eagle Scout, *Boy Scouts of America*

Volunteering & Activities:

Arrowhead Advertising, *Director of Non-Traditional Research / Video Production*

Aug. 2022 – Apr. 2023

- Managed FSU National Student Advertising Competition team in the formulation of original qualitative research methods.
 - Oversaw focus groups and interviews; designed surveys; gathered and analyzed data using Qualtrics software.
 - 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).

Medical Response Unit, *Emergency Medical Responder*

Jan. 2020 – Apr. 2023

- Respond to emergency calls, attend to patients as needed, and assist local medical services.
- Train and supervise EMR trainees on medical & operational procedures.