**ANDY MORITA**

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A UCSB graduate armed with an inspiring, infectious smile and endearing personality. Andy Morita continues to expand and lend his knowledge of marketing, advertising, and technology, all the while spreading his belief that media and technology can be used as a tool for profit but also, more importantly, as a tool to strengthen communities. His goal is to bring to life genius ideas that make an impact, through hard work and a touch of inspiration.

**SKILLS & INTERESTS**

* Project Management - 9
* Content Management & Creation - 9
* Social Media Management & Blogging - 8
* SEO (basic) & Google Analytics - 7
* Branding - 8
* Wordpress - 9
* Research - 10
* Experiential Marketing - 10
* Salesforce Professional Edition (CRM system) - 8
* Peachtree & QuickBooks (Accounting Software) - 7
* Leadership - 9

**CAREER PROGRESSION**

**Makai Inc. Experiential Marketing**, El Segundo, California

*Project Manager, July 2014 – Present*

Plan and execute innovative, highly strategic engagements that create lasting memories. Improve consumer awareness and recognition for clients such as General Mills, Little Debbie, Modern Table Meals (MTM), Think Thin and more, by using well executed storefront activations, mobile tours, guerilla sampling, event sponsorships and trade shows.

* Created & managed a 7 month sampling tour, for MTM, that sampled over 225,000 thousand samples & handed out over 335,000 coupons, in L.A., Den, & Chi
* Managed and assisted in the creation of an 8 event sampling tour for Little Debbie’s that sampled 8 products, and 150,000+ thousand samples over 8 weeks in 4 markets in CA
* Created and managed a Super bowl Blitz with two teams handing out 5,000 coupons & getting 7,500 impressions over a 4 day period in Chi. Was so successful client request a Blitz tour for the following year
* Increased Annie’s Expo West Sampling and interactions by 50% from 2014
* Successfully sampled 31,000+ samples for Think Thin at Expo West, including newly introduced oatmeal and chocolate bars in an outdoor tent in 90+ degree weather.
* Increased Modern Table Meal’s Expo West sampling and interactions by 23% from 2014
* Coordinated the launch of a marketing email campaign/Created the companies first newsletter
* Assisted in the researched & management of a Drake’s guerrilla sampling tour that reached over 488,000 thousand impressions
* Executed business development outreach for BFS Blue, successfully arranged discussions with companies, such as Johnson and Johnson, and venture capital firms

**Makai Inc. Experiential Marketing**, El Segundo, California

*[Event Marketing/ Business Development & Operations/ Social Media Intern](https://www.linkedin.com/search?search=&title=Social+Media%2F+Event+Marketing%2F+Business+Development+%26+Operations+Intern&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title" \o "Find others with this title), January 2014 – June 2014*

Assist in the planning and execution of strategic engagements by conducting research and preparing products and equipment to be used in the field. Manage multiple client’s social media accounts and assist in strategy.

* Researched & organized a 3 month sampling tour that reached over 3 Million estimated views
* Learned, organized & maintained Salesforce
* Increase Instagram and other social media followers. Increased Instagram by 800+ followers

**LCM Financial Corp/ Dirt Yard Inc.**, Hermosa Beach, California

*Administrative Assistant/Office Manager, February 2011-January 2013; June 2013-December 2014*

Helped run day to day operation of a successful construction company. Assisted with payroll, book keeping, and invoicing. Handled client services and acted as in house IT.

* Used Peachtree to input and record daily, monthly, quarterly, and yearly financial information
* Engaged in basic bookkeeping
* Managed customer accounts, including sending billing statements, and inputting new customers
* Client services

**Nivo Media Group**, Los Angeles, California

*Digital Account Manager, February 2013- June 2013*

Handled the day to day management of multiple clients SEO and Social Media campaigns.

* Created business proposals, contracts and served as one of the agency’s primary client liaisons
* Optimized landing pages and professional accounts on Facebook, Twitter, Pinterest and Instagram to ensure web traffic growth
* Created monthly progress reports, extracting and analyzing data from Facebook Insights, Simply Measured, Sprout Social, Moz, Google Analytics and Webmaster Tools

**Internet Brands Inc.**, El Segundo, California

*Content Analyst for Multiple Websites, April 2010- October 2011*

Created engaging content over a variety of subjects, which were highly ranked in Google AdWords. Executed basic SEO techniques to ensure content rank. Developed & executed research strategies to ensure accurate & successful content creation.

* Performed research on a variety of subjects.
* Created detailed sheets for content creation and uploading
* Utilized SEO techniques to create high ranking content & increase research efficiency

**BioJet**, Santa Barbara, California

*Intern for General Counsel, June 2009- Jan 2010*

* Carried out detailed research on a variety of fields, to be used to evaluate future investments
* Assisted in contract review & creation
* Handled the formation of the company as a Corporation
* Participated in Business plan formation

**EDUCATION**

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|  | **The University of California Los Angeles Extension,** Los Angeles, CA Certificate: Marketing & Social Media; In Progress  **The University of California Santa Barbara,** Santa Barbara, CA Degree: B.A. in Philosophy; December 2009 |

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