

THERESA ANDREWS

theresa.ann.andrews@gmail.com

512.910.1180

[COPY PORTFOLIO](#)

LI: <https://www.linkedin.com/in/theresaandrews/>

MFA, Fiction Writing Candidate; Texas State University

EXPERIENCE

The University of Texas at Austin | ADJUNCT FACULTY, TEXAS MEDIA & ANALYTICS

August 2023 – present (Austin, TX)

- > Teacher of record for two classes in the Moody College of Communications, Advertising sequence: Intro to Integrated Media, Advanced Media Strategies (60 & 40 students respectively)

Texas State University | INSTRUCTIONAL ASSISTANT/TEACHING ASSISTANT, ENGLISH DEPARTMENT

August 2023 – present (San Marcos, TX)

- > Instructional assistant to various undergraduate English courses (Fall/Spring 2023-24)
- > Teacher of record for ENG 1310 College Writing (Fall 2024/Spring 2025)

NAR Ventures | HEAD OF MARKETING & CONTENT

September 2023 – May 2024 (Austin, TX)

- > Head of strategic marketing and digital advertising for brand portfolio under NAR ventures (El Arroyo, Aztec Promotional Group, Cozumel Publishing, Axial Shift, and others).
- > Responsible for content strategy and content writing for all brands, including social, email, display, and websites (including SEO optimization).
- > Review, strategize, guide marketing teams from each brand on best practices, potential opportunities, digital optimization, and team structure
- > Review performance of all digital marketing channels and provide insight to optimizations or future campaigns.
- > Handle DTC, B2B, and Wholesale marketing across brand portfolio

cj Advertising | HEAD OF DIGITAL MARKETING

Freelance, November 2022 – September 2023 (Austin, TX)

- > Author corporate marketing blogs for cj Marketing Team
- > Content & SEO strategy for new or redesign websites
- > Provide direction, edit, write blogs and landing pages for 10-15 personal injury law firms
- > Train and mentor blog writers on SEO best practices as well as content best practices for the web

SPRINGBOX, A PROPHET COMPANY | HEAD OF AGENCY OPERATIONS

November 2019 – October 2022 (Austin, TX)

- > Work directly with various teams to execute fully integrated marketing campaigns including branding, campaign concepting, media strategy, and digital experiences for both B2C/DTC and B2B.
- > Manage website design, development, and initial content planning for Springbox.com as well as various client websites when needed.
- > Developed and/or refined all internal processes for Experience Design & Development, Business Development, People Operations, using internal programs consistently

- > Manage team of project managers, creative production managers, technical project managers and serve as main point of contact for scope and estimate approvals
- > Manage contractors, vendor partners, recruitment, and resourcing of internal teams based on skillsets and bandwidth
- > Report directly to CEO for delivery metrics – revenue, overburn, utilization, estimating, recruiting, resourcing, and people operations

CONVO COMMUNICATIONS | VICE PRESIDENT, MARKETING & SALES

August 2018 – February 2019 (Austin, TX)

- > Implemented best practices in social and PR communication, refined brand guidelines and voice, conceptualized campaign strategies and tactics with constant reporting of ROI
- > Directed and provided oversight for all copy including website, email, social, and in-app while adhering to strict FCC regulations
- > Designed 2019 roadmaps for marketing & sales including media plans and internal projects; implemented market research program
- > Guided and directed five departments including marketing, sales, support, creative, and UX/UI to work as a cohesive unit to consistently deliver the highest quality of work to our business clients and end users

WORKHORSE MARKETING | CHIEF OPERATIONS/MARKETING OFFICER

March 2013 – August 2018 (Austin, TX)

- > Manage a team of 20 direct reports in all departments including design, media, strategy, analytics, and development
- > Responsible for conceptualizing, copywriting, and directing ads with a team of designers, at times creating ads myself
- > Provided navigation and content strategy for all websites
- > Established company workflow, processes, efficiencies and grew the team from 4 to 25 in 5 years
- > Managed and assisted in UX/UI development of apps, integrated e-Commerce platforms, and custom database projects
- > Lead all marketing and advertising strategy, media planning/buying strategy & execution for Fortune 100 brands, manage execution, track ROI, and oversee reporting and recommendations
- > Manage annual budgets for traditional and digital placements – outdoor, radio, print, SEM/SEO, website development, social, email, and grassroots campaigns
- > Achieved various healthy ROI percentages, up to 800%, for media spend to direct sales for several clients in different industry and product lines, both B2B and B2C

EDUCATION

TEXAS STATE UNIVERSITY
MFA Fiction Writing Candidate
Fall 2023 – present
Instructional/Teaching Assistant

UNIVERSITY OF TEXAS @ AUSTIN
B.S. Advertising, 2003
Advanced Media, Texas Media Sequence

TEXAS STATE UNIVERSITY
One-year Graduate Work, 2007
Mass Communications
Graduate Instructional Assistant

SKILLS & SUCH

CMS: WordPress, Magento
MS Office + Suite365 – all programs
Slack, Teams, Sharepoint, GDrive

Adobe Photoshop, Illustrator, InDesign, XD
HTML5 / CSS (editing experience)