

Andy Schneider

Experience



East Coast Manager of Creative Strategy, Brand Partnerships
Reddit, NYC (04/2019 – Present)

- Manage a team of Senior level strategists and involved in developing, modifying, and executing team strategy, roadmap, and goal setting.
- Work, on a macro level, with Reddit's top tier partners such as Microsoft and Google to drive, long-term, holistic partnership growth.
- Turn data and actionable insights that drive concepts into industry-friendly narratives and go-to-market strategies in partnership with Sales and Marketing.
- Write concept pitches, headline copy and fulfill RFPs.
- Create deliverables in the form of narrative driven Keynote presentations, conceptual white-papers or through digital / IRL workshops that convey Reddit's Business proposition.



Senior Creative Strategist, Brand Partnerships
Reddit, NYC (04/2016 – 04/2019)

Provide audience insights from Reddit's 130,000 communities to large media agencies and brands. Serve as creative consultant to Reddit's East Coast advertising clients, converting advertising briefs into creative plans (in partnership with media plans) that harness Reddit's unique ability to deliver engagement and influence.



Creative Strategist, Brand Strategy
Twitter, NYC (04/2016 – 11/2016)

Developed pitch materials and custom executions for global clients such as Airbnb, Under Armour, Uber, and the NBA. Produced pitch decks and product mock-ups to create clear and concise brand narratives for large scale ad campaigns. Produced custom content such as Emojis, 3D-Gifs, Promoted Moments/Tweets, and Scratchreel GIFs.



Graphic Designer/Creative Lead, Twitter Ads Platform
Twitter, NYC (07/2014 – 04/2016)

Designed creative for Mobile-App Promotion campaigns on a global scale for top mobile apps such as Two Dots and Candy Crush. Brought Mobile Ads Platform from \$0/week to \$6M/week in revenue. Applied UX knowledge to create an intuitive experience from impression, install, and in-app conversion. Consistently achieved client success by hitting client KPIs.



Graphic Designer, Sales and Marketing Support
TapCommerce, NYC (05/2013 – 07/2014)

First design hire at tap which went on to be acquired by Twitter for \$100M. Wireframed and prototyped various ad user experiences to seamlessly bring users back into advertiser's apps with the intent to convert. Consistently achieved DR goals for clients with my work.



Digital Media Coordinator
ESEA (eSports Entertainment Association) (06/2004 – 04/2012)

Created "Best of The Week" montage videos showcasing the best Counter-Strike gameplay. Designed graphics for events informing the public of upcoming tournaments/promotions.

Contact

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Skills

Creative Strategy
Digital Advertising
Copywriting
Graphic Design
Marketing
Analytics
Motion Graphics
Data Visualization
Infographics
HTML/CSS

Software

Photoshop
Illustrator
Sketch
Keynote
Indesign
After Effects
PowerPoint
Excel

Education

SUNY New Paltz
Bachelor's of Fine Arts
(BFA) Graphic Design
Graduation 2013