

# Andrew Rinke

aprinke@gmail.com — 616.328.7370 — [LinkedIn](#) — Seattle, Washington

A solid generalist who brings **energy, vision, expertise, and organization**. After years of consulting and agency work, I'm excited to join a team and use my suite of marketing and collaboration skills to enhance experiences and grow business.

Clients:  Microsoft  Nike  Coors LIGHT  acer  Ford  weightwatchers  P&G  Walt Disney PICTURES  cars.com  Triscuit  Blue Cross Blue Shield  Cupcake  sears



## Marketing Consultant & Business Owner

2019 – Present

Self-Employed: Seattle, WA & Portland, OR

Providing top to bottom marketing focused on small businesses and organizations. My services include strategy, branding, web design, copywriting, paid social, paid search, campaign planning, and email/CRM management

- **Accountability:** Independently manages time, billing, growing skillsets to meet clients' needs and deliver
- **Sales:** Seeks out new clients, pitches work, and upsells services after uncovering opportunities
- **Achievements:** Local spa sees direct correlation in new bookings when my paid search campaign is live. Family HVAC business has YoY growth and traffic to website based on my marketing strategy and execution



## Integrated Marketing Campaign Manager

2017 – 2019

Rational Consultancy (Microsoft Store): Redmond, WA

Lead for omni-channel, global go-to-market retail campaigns and product launches for Microsoft Surface, Office, Windows, IoT, and third-party devices in Microsoft Stores

- **Start to finish:** Drove campaign briefings, creative development, marketing plans, asset management, and internal communications to deliver on business objectives with executive leadership approval
- **Team player:** Collaborated across matrixed business groups and partners including Brand, PR, Product Marketing, Partner, Advertising, and Retail teams to align strategy, creative, and execution
- **Ability to influence:** Through key relationship management and active participation, steered product and brand teams to deliver direction, decisions, and assets for retail teams' and our customers' best interests
- **Strategic vision:** Intake for marketing requests, determining strategic alignment and execution guidance for outbound marketing channels: Social, Email, Paid Media, Web, Signage, and Experiences
- **Achievements:** Facilitated "first ever" retail experiences including a smart home demo. While in role, Surface saw a 10% increase in sales, and my launches created new standards for cross-company alignment



## Social Media Marketing Manager

2015 – 2016

Microsoft: Redmond, WA

Managed all global social media activity and budgets for Surface, Microsoft Band, and HoloLens with agency teams to create, execute, and report on 23 campaigns coordinated across channels

- **Expert:** Led internal teams in everything social media: building campaigns, providing recommendations, and reporting on key metrics to senior management with cross-team and category approvals
- **Storyteller:** Developed the Microsoft Band story and brand voice through creative direction in photo shoots and content strategy delivered through social channels, blog, and community outreach
- **Achievements:** Launched and established Surface Instagram, regarded as a "best of" in the industry. The CMO of Microsoft referenced my work as the future direction of Microsoft content marketing



## Digital Experience Planner

2014 – 2015

mcgarrybowen: Chicago, IL

Drove strategy for digital campaigns based on analysis of user behaviors and trends, and I delivered those strategies through briefs and campaign management

- **Multi-tasker:** Represented digital strategy across simultaneous accounts including Triscuit, Cars.com, Cupcake Vineyards, Sears, Blue Cross Blue Shield, Rust-oleum, and pitch work
- **Data minded:** Built weekly, monthly, and quarterly digital performance reports with actionable insights
- **Team leader:** Directly managed two reports and an intern
- **Achievement:** Established guidance and standards with senior creative team for hashtags in national television commercials and managed six active clients at one time



## Social Media Strategist

2011 – 2014

Razorfish: Seattle, WA

Pitched, produced, launched, and reported on organic and paid social media campaigns on Facebook, Twitter, YouTube, Pinterest, and Tumblr for clients including Nike, MillerCoors, Weight Watchers, Disney, and PG&E

- **Paid Social:** Managed \$2MM for Nike paid social media building targeting strategies, executing campaigns, and delivering key performance insights and optimizations to maximize efficiencies
- **Process oriented:** Architected Coors Light and Weight Watchers' global engagement and customer service strategy in social media using social listening and CRM tools and key partnerships
- **Copywriter:** Created the social voice for Coors Light writing copy and sourcing creative for social channels
- **Achievements:** Won "Starfish Award" for all-around agency excellence and partnered with the media team to launch the agency's first use of paid media on Facebook



## Event Producer

2009 – 2010

Match Marketing Group: Boulder, CO

Produced 15 nation-wide experiential marketing events managing budgets, staff, and marketing materials to targeted audiences introducing new brands and products

- **Influencer marketing:** Managed the Ford Fiesta Movement, a six-month, 100-person social influencer program launching the Ford Fiesta in North America with monthly missions and the resulting content
- **Makes it happen:** Received creative concepts, including parachuting mascots, record-breaking cardboard boxes, and bright orange late-night food trucks, and make them happen in reality
- **Achievement:** From a cold call, created a partnership with Mattel and Ford allowing for the first brand ever to tour their Hot Wheels design studio



## Bachelor of Arts

2004 – 2008

University of Michigan: Ann Arbor, MI  
Double major in Psychology and History of Art

## Volunteer Experience

- Seattle Art Walks Advocate 2023 – 2024
- Beaumont-Wilshire Neighborhood Association: VP + Communications Chair 2020 – 2022
- Money Quotient: Board Member (Secretary) 2019 – 2020
- Our House of Portland: Weekly Cook 2019 – 2020