

ANDREA MOONEY

2602 Moss Hill Drive, Houston, TX 77080
andrea324@gmail.com (469) 441-0911

EXECUTIVE PROFILE

Digital Strategy • Content Marketing • Product Development

Highly accomplished enterprising visionary combining outstanding digital content strategy, product management and marketing talents with high caliber executive management and leadership qualifications. Results-oriented, decisive leader with proven success in establishing a lasting presence in new markets, identifying growth opportunities, and initiating strong business alliances. Develop online marketing partnerships that drive bottom-line profits. Thrive in dynamically changing and challenging environments requiring quick and focused decision making.

CORE COMPETENCIES

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| <ul style="list-style-type: none">• Project Management• Brand Positioning & Marketing• Partnership Development• Change Management Experience | <ul style="list-style-type: none">• New Product Launches & Content Strategy• SEO, SEM, Social Media• Sales Training• Innovative Leadership Style Fostering Teamwork |
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PROFESSIONAL EXPERIENCE

HOUSTON CHRONICLE / HEARST NEWSPAPERS – Houston, TX

May 2012 – Present

Director of Digital Content / Executive Producer

Serve as the local digital leader for one of the nation's Top 10 regional news websites connected to one of the country's best performing newspapers, along with overseeing subscriber website and mobile apps. Role sits at the apex of digital initiatives from owning content strategy, increasing brand's reach via social media, newsletters, content marketing and other marketing efforts, and collaborating with development team to build new interactive features and products.

Inspire, motivate and create a culture of innovation and experimentation across a team of content producers, reporters, social media programmers, freelancers, content partners and developers; define strategic direction for content coverage that meets business objectives across three websites and mobile apps; oversee how content is treated from breaking news to large planned events, special reports and sponsored content (native ads); monitor and report KPIs attached to audience/traffic growth, new partner rollouts and new product launches; engage broader newsroom in developing digital sensibilities that expand the reach of their content; work collaboratively with the local and corporate leadership teams to deliver revenue generating opportunities based on content or product ideas.

Key Achievements:

- Named Most Effective Publication on Facebook by Engagement Labs beating out juggernauts like Business Insider, BuzzFeed, Huffington Post, Washington Post and The New York Times.
- Chron.com named Texas' Best Newspaper Website by the Associated Press in 2013 for the first time in the site's history (since 1996). Site received same honor again in 2014 and 2016.
- Collaborated with product development team on two chron.com redesigns and successfully launched new subscriber website (paywall), houstonchronicle.com.
- Grew Chron.com total PVs by 80% and in-market UVs by 40% over 2 years, showing the best growth in the site's history and across the wider Hearst Newspaper division, and improved ranking among top 5 regional news websites in the country.
- Reached 1 billion PVs for the first time in the site's history within 7 months of being hired; achieved this goal 45 days earlier in the second year, and 75 days earlier in the third year.

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RIGZONE.COM / DICE HOLDINGS, INC. – Houston, TX

September 2011 – May 2012

Web Content Director

Served as the Web Content Director for the world's largest news and career website targeted at the oil and gas industry. Responsible for creating content strategy, managing full-time and freelance writers across the globe, working with development team to build out new interactive features, and act as a brand ambassador for the company.

Developed annual editorial calendar and ongoing content series based on industry trends that attracted and expanded audience, and increased advertising revenue for rigzone.com and two secondary websites: downstreamtoday.com and subseaiq.com; cultivated content staff to perform at a high level and reviewed work product of aggregators, and freelancers to guarantee all writing content is of the highest quality; worked closely with president, advertising, and Dice Holdings, Inc.'s Managing Director, CFO and CEO, to develop annual strategic plans and budgets; coordinated with marketing and investor relations teams on special projects and events (marketing and PR campaigns).

Key Achievements:

- Grew U.S. website unique visitors by 10%; international UV growth increased 25%.
 - Launched sponsored content products that produced \$250K in new incremental revenue.
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USER FRIENDLY MEDIA – The Woodlands, TX

June 2008 – August 2011

Internet Product Manager

Served as the Internet Product Manager for the country's 4th largest independent publisher of Yellow Page directories. Responsible for owning and managing product development of online marketing products to sell to the company's more than 30,000 small business advertising customers.

Provided result- and profit- oriented product management in a Business-To-Business advertising sales environment; led product management teams in the development of new products; delivered profit-driven revenue models that increased profit while undercutting competition's prices by half; developed business and functional requirements for products; successfully led business development and partnership efforts; performed business cost analysis, website traffic analytics and forecasts; created effective business and marketing plans, and developed marketing and sales communication strategies; liaised with 3 international web development teams to ensure product requirements were met, and oversaw product adjustments and quality control.

Key Achievements:

- Created and developed 6 new products triggering \$10 million in additional sales revenue.
 - Increased revenue contributed to company's Internet Yellow Pages division becoming profitable in less than 3 years of launch.
 - Re-engineered product requirements for company's network of Internet Yellow Page websites producing cost savings that led to product expansion opportunities.
 - Launched company's first mobile website and mobile apps (iPhone and Blackberry).
 - Digitized company's sales contract and order fulfillment process.
 - Negotiated contracts and reviewed business development agreements for 7 partnerships.
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FOX TELEVISION STATIONS – Houston, TX

April 2006 – June 2008

Sr. Web Producer

Progressed from Web Producer for KDFW FOX 4 in Dallas to increasingly more responsible position as Sr. Web Producer for KRIV FOX 26 in Houston during the launch and first 2 years of the myFOX network of local websites.

Developed content strategy and online editorial process for TV station's website; supervised 6 employees; worked directly with Internet Sales Manager on TV sales convergence projects; scoped and managed special projects from inception through completion; produced marketing campaigns (e-mail newsletters, surveys, contests, SEO, SEM); wrote hard, breaking and feature news articles, ensuring accuracy and currency, and digitized and uploaded video reports.

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Key Achievements:

- Creator of and awarded 2008 Lone Star Emmy – Interactivity for myFOXHouston Live.
 - Named to the 2008 Texas Association of School Boards Media Honor Roll for consistent and accurate coverage of education issues in Texas.
 - Conceived web presence for “The Intrepid – Texas Lifeline”, which was awarded the 2008 American Legion Fourth Estate Award (nationally recognized).
 - Awarded 2007 Lone Star Emmy Award – Community Service for “Predator Check” project.
 - Launched TV station’s first mobile website (WAP) and SMS features.
 - Developed and managed micro sites corresponding to news station franchises.
 - Increased myFOXhouston.com Unique Visitors by 20% and Page Views by 45% within first 3 months following the promotion from Web Producer in Dallas to Sr. Web Producer in Houston.
 - myFOXdfw.com awarded 3 Lone Star Emmys – Informational, Interactivity, Investigative.
 - Original web team member for the launch of the national myFOX platform.
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INTERNET BROADCASTING SYSTEMS – Houston, TX

June 2002 – April 2006

Internet News Editor

Internet Broadcasting Systems provides local news website platforms for local TV stations. I began my professional career with the company as an unpaid intern with KXAS NBC 5’s website, NBCdfw.com, and was hired to my first full-time position as a National Hub Editor in Minneapolis, MN. Within 8 months, I was promoted to Internet News Editor for Click2Houston.com and transferred to KPRC NBC 2 in Houston.

Wrote and edited hard news stories and feature articles integrating compelling and creative text, images, audio and video into an appealing and complete online news package; worked with website manager and station producers/managers to produce online content that extended broadcast news reports online; created additional web content such as live stream video, surveys, discussion forums, slideshows, sidebars and reference tools to enhance user interactivity; managed and updated locally produced e-mail newsletters; assessed and responded to viewer phone calls and e-mail (feedback, ideas, questions); trained and supervised two interns.

KERA 13 PBS – Dallas, TX

December 2001 – June 2002

Local Producer, Children’s Television (Paid Internship)

Hired as Intern after volunteering during PBS’ quarterly pledge drives to produce local video segments that were placed inside PBS’ nationally syndicated children’s TV show “ZOOM”.

Scheduled video shoots at schools; prepared questions and interviewed 1st through 5th grade students; wrote television scripts based off students’ answers; directed digital video editing sessions to add locally produced segments to nationally syndicated show; delivered product within very limited budget; cultivated and maintained contacts for program’s future success; created promotional materials including fliers and brochures; attended community events to promote show.

EDUCATION

B.A. Journalism – Internet Emphasis

Southern Methodist University
Dallas, TX
May 2003

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SKILLS

Microsoft Office (Word, Excel, PowerPoint, Outlook), AP Style, iNews, Internet, HTML, XML, PHP, CMS, WordPress, FTP Servers, WAP, SMS, RSS, API, SEO, SEM, JIRA, Agile Project Management, Google Webmaster Tools, Google Analytics, Omniture, Jump Time, Chart Beat, Google AdWords, Google AdSense, CityGrid Ad Network, E-Mail Marketing, Domain Name Registration, Hosting, Adobe Photoshop, Macromedia Dreamweaver, Agility Anystream, Video Stream, Vegas Video, Hitbox, YouTube, Facebook, Twitter, Pinterest, Instagram, LinkedIn, Buzzsomo, Social Flow, True Anthem, Social News Desk, Organized, Strategic and Tactical Thinker, Strong Analytical Skills, High Level of Professionalism, Work Well in Teams and Independently, Requires Minimal Supervision

PORTFOLIO

Sites Launched and/or Managed:

- Houston Chronicle: Chron.com // HoustonChronicle.com // FuelFix.com
- Rigzone / Dice Holdings, Inc.: Rigzone.com // DownstreamToday.com // SubsealQ.com
- User Friendly Media: GoLocal247.com // UserFriendlyMedia.com
- FOX Television Stations: myFOXdfw.com // myFOXhouston.com
- Internet Broadcasting Systems: Click2Houston.com // NBCDFW.com (previously nbc5i.com)

Press Releases:

- [Chron.com updates article design layout, launches SSO](#)
- [Chron.com hits a billion pageviews in 2014](#)
- [New Chron.com is here](#)
- [User Friendly Media 1st to Launch CityGrid Private Label Reseller Program](#)
- [The User-Friendly Phone Book Now User Friendly Media](#)
- [Intelligenx's Discovery Engine Broadens GoLocal247 Network's Search Results, SMB Exposure](#)
- [Pet-A-Thon Raises Thousands, Finds Home For Dozens](#)
- [Local 2 Hosts 13th Annual Community Blood Drive](#)

Articles:

- [UK Hands Out 46 New North Sea Exploration Licenses](#)
- [Rowan Christens New Jackup Joe Douglas](#)
- [Supporters Attack Lack of Atlantic, Eastern GOM Leases](#)
- [Fracking Likely Cause of UK Cuadrilla Well Tremors](#)
- [47 O&G Billionaires Make List of Forbes' Richest Americans](#)
- [Turkey Tense as Noble Begins Offshore Cyprus Drilling](#)
- [Thousands Evacuate As Rita Strengthens](#)
- [Ken Lay: 'Not Guilty, Failure Not A Crime'](#)
- [Houstonians Discuss Lone Vice-Presidential Debate](#)
- [Defense: No Evidence Enron Books Were Cooked](#)
- [Jurors Explain Decision In 'Buried Husband' Trial](#)
- [Houston Native Hailed As Hero In UT Victory](#)
- [Judge: Yates Retrial To Proceed As Planned](#)