

Andrea Mooney

Austin, TX
andrea324@gmail.com

(469) 441-0911
linkedin.com/in/andreamooney

DIGITAL CONTENT STRATEGY EXECUTIVE

Senior-Level Content & Communications Strategist with a strong background in Journalism, Marketing, Digital Media, Product and Project Management. A strategic, visionary leader with expertise in designing and executing digital content strategy, communications efforts, and marketing campaigns. Dedicated professional with proven success in forming tactical alliances to optimize operations, boost revenue, and scale audience. Inspiring team player, skilled in collaborating with fellow executives to identify growth opportunities, strengthen brand loyalty, and exceed organizational objectives and expectations. Key strengths include:

- Content Strategy
- Subscriptions / Memberships
- Owned, Earned, Paid Media
- Omnichannel Marketing
- Product Management
- Audience Development
- Project & Program Management
- Internal / External Communication
- Email Newsletters
- Social Media Engagement
- Customer-Centric Approach
- Strategy & Execution

EXPERIENCE

CDS GLOBAL / HEARST MAGAZINES, Austin, TX

January 2018 – Present

Principal Product Manager, Digital Engagement

Designs, initiates, and leads processes that enable web and mobile personalization and encourage one-on-one target audience engagement through omnichannel marketing automation. Encourages client feedback, then analyzes this information to establish future product specifications. Joins sales, marketing, and IT teams to direct and align product development. Promotes products through core positioning, sales enablement, and training initiatives. Evaluates partnership and licensing options.

- Drives identity resolution, digital subscription, and ad optimization products from inception through introduction into the market, with a goal of achieving at least a 50% profit margin.
- Finalist in Hearst Lab's inaugural HearstX Idea-a-thon; product focused on universal customer profile.
- Nominated into the company's inaugural "Emerging Stars" leadership program.

HOUSTON CHRONICLE / HEARST NEWSPAPERS, Houston, TX

May 2012 – January 2018

Director, Digital Content, January 2014 – January 2018

Digital Executive Producer, May 2012 – January 2014

Directed digital content strategy for breaking news, investigations, sponsored content, and premium, subscriber-only digital content. Program managed, inspired and encouraged innovation and editorial excellence across a cross-functional, high-performing team responsible for Chron.com, a top 10 U.S. news website. Boosted brand's reach through social media platforms, e-newsletters and traditional media promotion. Monitored, analyzed and reported KPIs attached to audience and traffic growth. Collaborated with leadership teams to plan revenue-building strategies, including forward-thinking branded content concepts (real estate, automotive, health, travel). Spearheaded and oversaw partner rollouts and product launches, including paywall on HoustonChronicle.com. Trained reporters on digital content best practices.

- Managed \$2M budget that generated digital programmatic revenue up to \$15 million annually.
- Earned recognition as 2018 Pulitzer Prize Breaking News Finalist for Hurricane Harvey coverage.
- Boosted total pageviews by 80% and unique visitors by 40%, best growth in site's history.
- Achieved 1B paid viewers for first time in site's history and continually exceeded annual growth goals.
- Introduced Hearst Newspapers first paywall subscription website, HoustonChronicle.com, in 2013 and grew paying digital subscriber activations to 100,000+ over tenure in role.
- Oversaw publication that was named "Most Effective Publication on Facebook" by Engagement Labs.
- Selected as one of 60 out of 20,000 global Hearst employees to participate in the company's executive leadership program, the Hearst Management Institute.
- Earned recognition from the Associated Press in 2013, 2014, and 2016 for leading "Texas' Best Newspaper Website".

RIGZONE / DICE HOLDINGS, INC., Houston, TX**September 2011 – May 2012****Web Content Director**

Created and managed annual global editorial calendar that aligned with organizational goals of growing audience, advertising revenue and premium paid products. Assigned, edited and wrote content, following AP Style and corporate brand standards. Collaborated with company's top executives to develop strategic plans and budgets and joined with marketing and investor relations teams to coordinate and promote special projects and events.

- Grew domestic website visitors by 10% and international website visitors by 25%.
- Introduced sponsored content that generated \$250K in new revenue.

USER FRIENDLY MEDIA, The Woodlands, TX**June 2008 – August 2011****Internet Product Manager, Digital Engagement**

Led profit-oriented product and project management in B2B advertising sales. Established requirements for company's online business directory, proprietary Content Management System (CMS) and search engine optimization (SEO) products. Formed partnerships to establish search engine marketing products. Conducted business cost analyses and website traffic analytics. Developed business forecasts and marketing plans. Initiated internal and external marketing and sales communications strategies.

- Created six digital products that earned \$10M in new sales revenue.
- Boosted revenue in the Internet Yellow Pages division, making it profitable in less than three years.
- Introduced new product requirements for Internet Yellow Page websites to save on expenditures.
- Digitized sales contract and order fulfillment process.
- Cut costs by 42% by streamlining the sales training process from two weeks to four days.

FOX TELEVISION, Houston, TX, and Dallas, TX**March 2006 – June 2008****Senior Web Producer** at KRIV FOX 26, Houston, January 2007 – June 2008**Web Producer** at KDFW FOX 4, Dallas, March 2006 – December 2006

Devised content strategy and online editorial processes for website. Supervised six staff members. Collaborated with Internet Sales Manager on TV sales convergence projects. Managed special projects from inception through retirement. Created marketing campaigns using e-newsletters, surveys, contests, social media and on-air promos. Wrote breaking and feature news articles. Digitized video reports.

- Won 2008 Lone Star Emmy – Interactivity for myFOXHouston Live.
- Boosted website's unique visitors by 20% and page views by 45% within three months.
- Landed on the 2008 Texas Association of School Boards Media Honor Roll for coverage of education issues in Texas.
- Earned 2007 Lone Star Emmy Award – Community Service for "Predator Check" project.
- Introduced station's first email newsletter, mobile website and SMS features.

ADDITIONAL RELEVANT EXPERIENCE**Internet News Editor**, Click2Houston.com, KPRC NBC 2, Houston, TX**Hub Editor**, Internet Broadcasting Systems, Minneapolis, MN**Internet News Editor (Intern)**, nbcdfw.com, KXAS NBC 5, Fort Worth, TX**Local TV Producer, Children's Television (Intern)**, KERA 13 PBS, Dallas, TX**EDUCATION****Bachelor of Arts (BA), Journalism, Internet Emphasis****Southern Methodist University**, Dallas, TX