

Andy Sternberg

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Experience

Sep 2010 – Present Andy Sternberg, Inc. Los Angeles, CA

Digital & Experiential Marketing Specialist

- Directed digital and social media strategy for *The X Factor, USA*, Season 1 on FOX TV. Co-produced in-show segments and developed training materials for talent and hosts
- Directed the digital outreach and marketing campaign to launch WAZE (the navigation app now owned by Google) in LA. Led activation of 500,000 users. Identified and leveraged influencers and VIP users. Helped forge Waze's first partnership with a major local news network (KABC)
- Launched Navvi.com and onboarded beta users in Nairobi, Kenya, created and managed VIP influencer program
- Co-produced Google for Nonprofits launch event. Produced Gulf Coast Benefits concert series
- Wrote series of posts on international media and the public for KCET independent public television station
- Spoke about social media and experiential marketing at events and conferences including SXSW, BlogWorld & New Media Expo, Social Media Week, StartupBus, and BarCamp
- Served on the advisory board for Social Media Week LA conference, Wesawit, app and Falling Whistles

Jan 2012 – Sept 2013 Adler Integrated Marketing Los Angeles, CA

Partner, Chief Innovation Officer

- Developed innovative brand, digital content and experiential marketing strategies leading to measurable business growth for artists, venues and apps
- Facilitated strategic partnerships, collaborations, produced events and online/offline activations
- Clients included Staples Center, Nokia Theatre, Rod Stewart, ThisMoment, Southern California BMW Dealers, Santa Monica Main Street BID, ZZ Top, BottleRock Napa, The Roxy Theatre, Austin City Limits

Aug 2011 – May 2013 University of Southern California Los Angeles, CA

Adjunct Instructor, Annenberg School for Communication and Journalism

- Led lectures and taught graduate students about digital/multimedia journalism & platforms, brought in VIP speakers

Sept 2008 – Sept 2010 Live Earth / Control Room Beverly Hills, CA

Head of Interactive

- Developed and managed global campaigns to raise awareness of critical environmental issues, coordinating marketing and interactive content and social media strategies and developing messaging for corporate and nonprofit partners as well as artists and celebrity spokespeople
- Directed multiple global digital advertising campaigns, including the 2010 FIFA World Cup Opening Concert that was viewed live stream by millions
- Directed online strategy, content, social media, and community across multiple websites and platforms, including partners' sites and social networks; implemented interactive elements to magnify ROI
- Oversaw production of all interactive content, directed the Live Earth TV web series, and managed a team of social media producers; maintained detailed analytics designed to maximize effectiveness of campaigns

Aug 2007 – Sept 2008 Warner/Chappell Music, Inc. Los Angeles, CA

Manager, Online Communications and Digital Assets

- Developed innovative content delivery methods and strategic partnerships for music publishing and licensing campaigns including Madonna, Katy Perry, Radiohead and Led Zeppelin
- Worked with artists and songwriters to develop social media marketing strategies and campaigns

Jan 2007 – July 2011 LAist Los Angeles, CA

Associate Editor, Social Media Editor

- Wrote news, technology, and music-related content for popular LA blog (>2 million monthly page views)
- Established social media presence and strategy

Feb 2006 – Aug 2007 Yahoo! News Santa Monica, CA

Editor, Content Producer

- Aggregated, edited, and produced content from all Yahoo! properties and sources including AP, Reuters, ABC, and CNN for the Yahoo! Front Page module

Aug 2005 – Aug 2007 USC Center on Public Diplomacy Los Angeles, CA

Managing Editor, Director of Digital and Social Media

- Developed presence across multiple platforms while engaging global audience
- Edited and published original content for the website and bi-weekly newsletter

June 2007 – Aug 2007 San Jose Mercury News San Jose, CA

Online Editorial Intern

- Post-graduate internship

Education

2005-2007 Los Angeles, CA

University of Southern California, Annenberg School for Communication

M.A., Online Journalism

- 2006 Thesis: *Maps, Visualizations and Mashups in Online News Production*
- Developed an award-winning academic website: *Small Print Project*

1993-1997 University of Iowa Iowa City, IA

B.A., English

Affiliations

Advisory Board — Social Media Week LA 2010-2014

Member — Online News Association 2006-2014

Specialized Skills

SEO, SEM; user experience, html; php and CSS-based CMS, including Drupal and Wordpress; social media analytics; Adobe creative cloud; audio-visual production, including Final Cut, Avid, ProTools, Google AdSense