

# Andrew Leon

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**Dynamic and innovative new media professional with strong creative, technical and organizational skills that deliver results in content creation, quality assurance, metrics reporting and viral marketing.**

**Key Skills and Competencies:** Bugzilla, Google Analytics, Comscore Media Metrix, Drupal 5.x and 6.x, Wordpress, Basic PHP, Basic CSS, Basic Search Engine Optimization, HTML, Joomla, Adobe Web Developers Suite CS3, Microsoft Office 2007 and 2008, Macintosh Leopard and Tiger, Ubuntu, Windows XP and Vista, Creating Paid Advertising Campaigns, Ability to adapt to new software and web applications.

## **Professional Experience:**

### **Consultant / Junior Drupal Developer**

**3NA Studios, West Hollywood, CA 4/2008 - Present**

Website development studio specializing in Drupal. Assist with changes to existing client websites using local development environments.

### **Traffic Coordinator/ Sr. QA Coordinator/ Copy Writer**

**SiTV.com, Los Angeles, CA 12/2006 - 4/2008**

Progressive, creative, technical and coordinating responsibilities for youth lifestyle video website and social networking community.

- Spearheaded and coordinated QA efforts on 6 SiTV website launches while collaborating with each site's respective coder.
- Created and managed daily, weekly and monthly reports tracking metrics using Comscore, Web Trends, Urchin and Google Analytics; reporting went directly to senior management & board of directors.
- Spearheaded viral marketing initiatives and managed a small team of bloggers. Established relationships and oversaw grassroots blog relations within target demographic to expand organic traffic.
- Created and managed Google AdSense campaign. Expanded paid advertising initiatives from single campaign to multiple campaigns from multiple vendors.
- Created and managed first versions of the SiTV MySpace and Facebook Pages.
- Performed market research on competitive sites; including metrics tracking and competitive feature sets.
- Executed technical and editorial changes to SiTV websites using a custom Drupal 5.x installation.
- Created and maintained an individual pop culture blog as part of content offerings.

### **Sales Associate**

**Cole Haan, West Hills, CA 7/2006 - 12/2006**

Helped launch new store location for fashion forward footwear and accessories retailer. Used superior interpersonal skills to achieve #1 sales ranking for the entire store.

### **Production Coordinator/Assistant Director**

**2005 - 2006**

Freelance work on multiple television projects as a Production Coordinator and Assistant Director for shows including "Top Chef" (Bravo), "Network Promos" (Telemundo) and "I Hate My 30's" (VH-1). Coordinated on-set production elements, casting, transportation, schedules, locations, call sheets and talent.

**Education: Los Angeles Pierce College, Woodland Hills, CA 2006 – 2008**

Associates Degree - Academic Deans List

**References are available on request**