

# DREW MINH

Strategy, Creation, Execution



## ABOUT ME

Over 12 years of digital management, including hands-on work and team leadership. I have a passion for storytelling and using new technology to do it.



## CONTACT ME



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(310) 928-5285



lnked.in/drewminh



## MY STRENGTHS



Organization & project mangement



Team management



Audience engagement



Content creation & curation



Creative direction



Multi-lingual/cultural strategy



Digital media planning & buying



## WORK EXPERIENCE

### DIGITAL MARKETING MANAGER

NBC Universal June 2015–Present

Spearheaded digital campaigns for Spotlight, London Has Fallen, Mother's Day, Kubo & the Two Strings and others. Lead creative and media agencies for full-scope campaigns including digital media, social, programmatic and search. Responsible for budgeting, campaign oversight, reporting and presentations.

Shorty Award 2015: Silver Distinction in "Best in Entertainment" for Back to the Future Trilogy campaign.

### HEAD OF DIGITAL

Baru Advertising September 2014–June 2015

Spearheaded digital campaigns for Boxtrolls, Insidious 3, Halo Nightfall and others. These highly targeted campaigns used influencers, programmatic, social and site-direct methods. Budgeting, reporting, analytics and client-facing presentations.

### DIGITAL STRATEGY & COMMUNICATIONS

Adyax 2012–2014

As the manager in charge of digital and offline communications, I worked with senior management to re-design their multilingual website and overhaul their marketing materials. Worked directly with media and enterprise clients like Johnson & Johnson to build large multilingual websites. RFPs, client-facing pitches, social media, email and search campaigns.



## EDUCATION

### MASTER OF ARTS

European Graduate School 2009-2011

Master thesis on disruptive new media . Graduated with distinction.

### BACHELOR OF ARTS

San Francisco State University 1992-1997

Degree in communications. Cum Laude.



## HANDS-ON EXPERIENCE

SEM, SEO, CRM, CMS, Programmatic media, Email marketing, Social media management, Copywriting, Graphic design, Site management



## OTHER LANGUAGES



SPANISH  
★★★★★



FRENCH  
★★★



GERMAN  
★★

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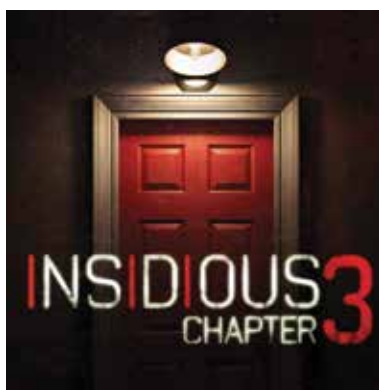


## PORTFOLIO



### Full-scope digital campaigns

Universal Home Ent. Spearheaded campaigns for Spotlight, London Has Fallen. Silver Shorty Award.



### Targeted publicity

Creative direction and influencer management for Inidious 3. Hispanic-target. Over 1.2MM views, 12K shares.



### Mobile app design, development and curation

Paris Museums app. From wireframe to deployment, full-scope oversight. Featured Travel app by Apple, June 2012



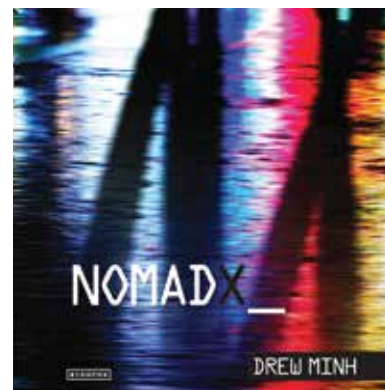
### Social content & strategy

Social event for Microsoft Studios promoting Halo Nightfall, with over 100MM earned impressions.



### Website design, creation & content management

Adyax, Splendia, Europanache, Serjour a Paris, At Your Service and others.



### Other

Nomad X. Published by Atropos press. Barcelona: City of Crime, published by BCN Week, Word Riot and others.