

Andrew Metz

Data Driven Marketing & Design

🌐 andrewmetz.com
✉ andrewkmetz@gmail.com
📞 (559)892-5323

Work Experience

Digital Marketing Consultant

2017 - Present

- Work with senior business management to design and implement unified digital marketing strategies geared towards customer connection and conversion.
- Combined social media, creative content (photo, video and copywriting), web presence, SEO strategy and email marketing to initiate a clear, effective conversation with consumers.

Professional Photographer

2016 - Present

- Business Photography: Captured images for web presence and marketing materials keeping a consistent style for business clients.
- Portrait Photography: Captured weddings, family and student portraits as a freelance photographer.

Television Camera Operator

2012 - 2017 // Survivor & Mark Burnett Productions

- Traveled worldwide as a Camera Operator for 'Survivor' and Mark Burnett Productions
- Worked closely with the Director of Photography to ensure storyline and style remained consistent

Architectural Draftsman

2005 - 2012 // John H. Frost Architect

- Worked with architect and clients to draft and modify designs.
- Coordinated contractors and completed jobsite verification.
- Project management for custom residential and light commercial projects.

US Air Force Veteran

2003 - 2012

- Trained as an aircraft mechanic (Weapons Specialist) for the F-16
- Oversaw training and certification for 40+ aircraft mechanics
- Honorable Discharge with the rank of Technical Sergeant (E6)

Skills

Brand Development

Identity Development
Market research

Data Analysis

Microsoft Power BI, MSSQL, MySQL

Media Production

Photography & Editing
Video Production
Adobe Creative Suite

Web Design and Development

HTML, CSS, React, PHP, JQuery,
Wordpress, Gatsby

Search Engine Optimization

SEO Research, Copywriting, Google Analytics, Content Analysis, PPC Optimization

Project Management Spanish Fluency

Education

Fresno State University

2008 - 2012

Bachelor of Science in Kinesiology,
Exercise Science.

Interests

Traveling as a family, skiing,
sailing, learning anything new and
exploring with my daughter.