

# Andrew H. Garcia

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## ENTREPRENEURIAL WEB MARKETER / TALENTED BUSINESS LEADER / STRATEGIST

**Entrepreneurial** web strategist with over 10 years of consulting and operating experience in web development, product and program management, business development and marketing / sales with a robust eCommerce background. **Trusted** by senior executives to develop, plan and execute on strategic initiatives that drive rapid growth of enterprise-supporting profits. **Proven** recruiter, manager and leader of multi-disciplinary and cross-functional teams that generate new growth channels, revenues and innovation.

Uniquely qualified for roles requiring thoughtful and decisive approaches to big questions with the chance to roll up the sleeves and be a doer, while managing digital/web programs to success.

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## PROFESSIONAL EXPERIENCE

**WAYFAIR**, Boston, MA

**2009-Present**

*Business leader at Wayfair, recognized for achievement in building and scaling new programs. Selected by CEO and senior management out of 1,000 employees globally to pilot professional development program. Added value in and outside of core company competencies and innovated to high levels of collaborative output.*

### **Program Manager, Local Media (2011-Present)**

Acted as General Manager of Retail Media Services, "Get It Near Me" division of eCommerce firm Wayfair. Responsible for P&L, all marketing and sales operations and co-owned product development. In first year as Program Manager, generated 6% contribution to overall Wayfair profit. Built a private digital ad exchange on proprietary technology, defined a new class of digital media and grew a supporting ecosystem of over 300 clients, penetrating 10% of highly fragmented US market.

- **Web Marketer:** Responsible for all web marketing, digital acquisition activities and analytics for GetItNearMe.com. Managed partner channels, demand generation, content strategy and user experience on-site. Increased goal conversion over 50% and increased direct traffic 300% YoY.
- **Sales Manager:** Responsible for staffing, training and ongoing professional development of 10 direct reports. Modeled and built comp structures that motivated reps to carry (and frequently exceed) quota. Drove team to triple size of client base in one year. In first 6 months as manager, increased profitability of media business by more than 30% and doubled revenues. Division rated among the highest in employee satisfaction across the company.
- **Business Developer:** Prospected and completed co-marketing agreements with several major trade organizations. Maintained open dialogue with executives at 14 Fortune-200 companies to prospect mutual value-add opportunities. Secured \$450,000 media partnership deal with JC Penney.
- **Industry Innovator:** Defined and evangelized the program as a new class of digital media to bridge the online-offline gap – subsequently "wrote the book" on web marketing best practices and use-cases for the program. Interviewed and published in top trade publications including Digiday, RetailerNow, Home Accents Today. Presented to audiences on Web Strategy and Online Marketing topics.
- **Product Manager:** Maintained partial ownership of product development responsibilities with Wayfair Media Services Product Lead. Collaborated to spec out and produce new platform tools and features, and managed / prioritized development pipeline (in Agile development methodology). Independently wireframed, mocked and spec'd new high-impact programs and pitched to senior management.

### **Key Account Executive (2010-2011)**

- Responsible for penetrating the head of the market, closing deals with Top 100 US home goods retailers.
- Maintained enterprise pipeline, calling into and navigating large, complex organizational hierarchies.
- Secured and led meetings with C-level executives and fostered deals with 7 of top 20 accounts.
- Crafted go-to-market strategy for social selling program. Built sales collateral, owned and grew marketing channels, closely measured campaign results with a "fail fast" approach.

### **Account Executive (2010)**

- As founding member of “Get It Near Me” sales team, sold into long-tail SMB and mid-market accounts.
- Responsible for sourcing and negotiating retail advertising partnerships at the regional levels.
- Pioneered Wayfair’s consultative media sales approach while exceeding quota 500% in first two months.

### **Sales and Service Consultant (2009-2010)**

- Sold and serviced B2C core Wayfair customers across Youth, Fitness and Toys categories.
- Managed over 70 employees as Night Supervisor and trained both new and advanced sales associates.
- Acted as foreign language consultant for French and Spanish customers.

### **JOTSTACK, Boston, MA**

**2011-Present**

#### **Founder / CEO**

Built a web-based content management platform from scratch (with zero funding) called “[Jotstack.com](http://Jotstack.com)” competing directly with Evernote and other note-taking native apps. Covered in [Boston Herald in 2011](#).

- Built and managed operations through the product launch cycle before transitioning to a “monitor and measure” role as product grew organically.
- Analyzed click-stream data to improve user experience following launch. Subsequently built social features (“public stacks”) which generated a 12% increase in sign-up conversion.
- Support a community of hundreds of active users, while building and testing new features that promote the creation of user-generated-content.

### **THE CONCEPT ENGINE, Boston, MA**

**2009-Present**

#### **Founder / CEO**

Following 7 years web-related freelance work, founded web development firm “[The Concept Engine](http://The Concept Engine)” which specializes as a web strategy consultancy and web design/development bureau with international experience.

- Prospected and secured 10+ client contracts, several international assignments with quick, high quality project deliveries.
- Forged a disciplined approach to client services, building on a needs-first assessment methodology and educating clients and stakeholders on technologies and best-practices to ensure smooth handoffs.
- Delivered against diverse project requirements, including: CMS implementations, front-end redesigns, database migrations, advertising collateral and creatives, social media programs, copywriting and more.

### **NON-PROFIT EXPERIENCE**

#### **Boston Classical Orchestra, Boston, MA**

**2012-Present**

#### **Board of Directors**

Serve on a volunteer basis with the Board of Directors of the Boston Classical Orchestra primarily as Web Marketing Manager and Web Strategy Advisor. Beginning project to define web strategy and overhaul existing web marketing from the ground-up while improving site UX.

### **EDUCATION / CERTIFICATIONS**

#### **Ithaca College, Ithaca, NY**

Bachelors of Science in Communication Management and Design – 3.4 / 4.0 GPA, May 2009

#### **Harvard University, Boston, MA**

Certificate in Business Strategy Fundamentals – January 2012

### **LANGUAGES**

**Fluent:** English (native), Spanish

**Conversational:** French, Japanese

**Web:** HTML, CSS, Javascript, PHP, XML, MySQL

### **PLATFORMS / SOFTWARE**

**CRM:** Salesforce, SugarCRM, Data.com, MailChimp/ConstantContact, ClearSlide

**Web:** Google Business Applications, Google Analytics, Asana

**Software:** MacOS. WindowsXP/7. Adobe Suite (Flash. Photoshop. Dreamweaver. Fireworks. InDesign).