

Andy Markle

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Profile

Experienced marketing and digital marketing manager with heavy emphasis on PHP-based application development and IoT software like Amazon Alexa.

Experience

DIGITAL MARKETING MANAGER

Arbor Homes, a Berkshire Hathaway Company
Indianapolis, Indiana, United States
Feb 2018–Present

At Arbor Homes, I was responsible for the implementation, design, maintenance and creation of all digital marketing strategies including Google Ads (formerly, AdWords) campaigns, digital strategies for electronic signage in models, implementation and review/administration of the organization's new website, complete revamp of signage and other traditional marketing elements. I was also responsible for the organization's Build Integration Construction System, an electronic system designed to combine all elements of the construction process into one, digital, easy-to-use system. I was also responsible for the creation of IoT programs, like Amazon Alexa-based skill programs and Google Assistant programs.

CO-OWNER + CO-FOUNDER

Reputelligent Limited/Reputelligent LLC
Indianapolis, Indiana, United States / Belfast, Northern Ireland, United Kingdom
April 2014 – May 2018

As Co-Owner of Reputelligent, I oversaw the implementation of strategic initiatives, including the creation of civicIQ, an artificial intelligence data engine capable of predicting political trends, brandIQ, a triangulation software that is designed to help franchisees place their next franchisee location, as well as Brandhouse, a marketing agency the solely served the interests of associations through association management, like event marketing, association board calls, and working as an Executive Director for a major brand's franchisee association. In addition, Reputelligent developed IoT skills like Amazon Alexa skills and Google Assistant skills through a subsidiary called Pixelbot Studios, a surviving entity that is still owned by myself and my co-founder.

PRODUCT DEVELOPMENT MANAGER

Willow Marketing

Indianapolis, Indiana, United States

January 2014–January 2017

At Willow Marketing, I originally started out as one of the marketing agency's web developers and then rose to the role of Product Development Manager of the agency's subsidiary, Mandara Digital. As the lead product development manager, I worked to implement and maintain the strategy and development of the Wayfinder product suite, which was comprised of a human resources information system, a learning management system and an inventory management system. Each component of Wayfinder was utilized by area organizations, including Alpha Sigma Alpha, the Indiana Office of Small Business Development and Aero Tarp Systems.

BILINGUAL GRAPHIC DESIGNER – LEVEL III – FRENCH

Yellow Pages Group / Groupe Page Jaunts

Indianapolis, Indiana, United States / Laval, Montréal, Québec, Canada

January 2013–January 2014

At YPG, I was a Level III graphic designer that worked in the French version of the Yellow Pages for Canada. I was responsible for creating and implementing new advertising strategies for clients, as well as designing logos, creating and maintaining the YP web directory and the development of new advertisements in the French language.

GRAPHIC DESIGNER / PROJECT MANAGER

Ayokay

Indianapolis, Indiana, United States

March 2013–July 2013

As Designer at Ayokay, I was responsible for designing and maintaining client accounts and providing creative direction on websites, print media and general advertising for clients such as Just Pop In!, Joyful Noise Recordings, Forward Progress Athletic Consulting and more.

MARKETING DIRECTOR

Auto Dealer Monthly, a Bobit Business Media publication

Evansville, Indiana, United States

August 2011–April 2013

As the Marketing Director of Auto Dealer Monthly, LLC, I was responsible for designing and maintaining corporate marketing materials and developing new marketing materials for programs and company products. Some of these included the 2012 Industry Summit, a large conference of automotive dealers. I was also responsible for designing twelve issues of the

magazine, including feature stories and covers. A full catalog of the designs are available upon request.

DIRECTOR OF NEW MEDIA MARKETING

Buztronics, Inc.

Indianapolis, Indiana, United States

September 2010–August 2011

As the Director of New Media Marketing at Buztronics, Inc., I was primarily responsible for all digital communications and the Buzline catalog. I was given creative oversight over the catalog as well as digital communications, such as all corporate websites and Twitter and Facebook accounts.

Education

Bachelor of Fine Arts, Visual Communications Design

Indiana University-Purdue University at Indianapolis, Herron School of Art & Design
May 2010

Masters of Business Administration, Marketing

Vanderbilt University
May 2016

Certificate, Human Interaction Design

Georgia Tech
May 2017

Skills

PHP • HTML • CSS • JSON
Amazon Alexa • Google Assistant • Microsoft Cortana
Adobe Photoshop CC • Adobe InDesign CC • Adobe Illustrator CC • Adobe XD CC
Microsoft Office Word • Excel • PowerBI

References

Available upon request