

Andrew Barrett aka Drew aka Globo Drew (Pen (Writers) Name)

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I Help to Develop, Market + Sell Brands, Experiences, Products, Services, Relationships

I deploy on behalf of brands, public and private sector, domestically and internationally, a wealth of Experience, Expertise, Education and Insights in the areas of Marketing Strategy and Tactical Planning, Marketing Technology, B2B Sales and New Business Development, Experiential Lifestyle Target Engagement Event Marketing, Production, Sponsorship and Exhibition Sales and B2C/B2B Promotions.

I have expertise in International Travel & Tourism Marketing, Foreign Trade Branding + Development, Foreign Direct Investment Development; as well as Automotive, Spirit Beverage + Retail Marketing. I have a considerable database of Domestic + International Business, Government + Institution contacts and leads.

I champion the use of fully integrated Multi-Media platforms; with an emphasis on direct to the target engagement, Digital and Experiential Media tactics.

I help to enable corporate and product brands to target, reach, communicate with, sell to and nurture relations with Multi-Ethnic, Multicultural, Multi-National and Multi-Generational consumers and or Business / Trade Partners.

I am adept at all sales cycles from the short term urgency close to the long consultative selling process. I am willing to engage in a variety of opportunities from long term to short term projects, as well as progressive employment; in a variety of geographic settings; including and especially international.

EXPERTISE, CAPABILITIES + SERVICES, include but are not limited to:

- **Marketing Strategy + Tactics Planning + Implementation:** I use a Data Analytics + Target Behavior Insight-Driven understanding of your brand's equity, market positioning, attributes and most importantly your brand's business and or consumer customer's buying behavior and motivation
- **Proprietary Experiential Event Marketing:** Conceptualization, Development, Programming, Staffing, Management, Analytics; Stellar Creations which Over Deliver desired results, including customer acquisitions, relations building, loyalty
- **Consumer and Trade Promotions:** Conception, Development, Staffing, Execution and Results Analysis: WOM, Buzz, Ambush, Guerrilla, Street, Pop-Up Events, Promotions, Stores; Trade Show, Expos, Conference
- **Sponsorship Consulting and Brokerage:** Developing Business and or Consumer Target Focused Strategies and Tactics and or Negotiating the Best Value Proposition with Third-Party Producers; on behalf of brands of all industries
- **Marketing Tech:** Apps, Paid SMM, BLE, GeoFencing, Google Apps for Work, Digital Signs, 3D Projections
- **Marketing Data + Analytics:** Demographic, Psychographic + Consumer Behavior Data-Driven Insights
- **Out of Home (OOH) + Experiential Media Strategies + Tactics:** Placed Based/Movable Place Expertise, Airport Specialist; Static/Digital Billboards + Signs, Custom + Wrapped Vehicles; Digital Sign Scooter, Bike, Skater + Human Brigades; 3D/2D Projections, Holograms, Pop Up Stores, Micro-Events
- **Direct (Response) Marketing:** Social Media Marketing, Internet Advertising, Direct Mail, Email, In + Outbound Call Center: Solo Tactics or as vital components of a Fully Integrated Multimedia Consumer/Business Target Engagement Campaign
- **Business Development/Sales:** B2B Sales/Business Development expertise in a variety of industries, with the ability to build long term relations + customer loyalty using superior account management + customer service; consultative selling, short to long sales cycles
- **Project Management:** I manage Projects with Skills, Expertise, Attention to Detail, On-Time + On Budget, Focused on Clients Brand, Best + Bottom Line Interests
- **Budget Planning and Management:** Projects are planned with Cost Efficiency and Cost-Effectiveness as a guiding KPI. Projects are implemented with a constant focus of being on time and on budget. I treat your money like it is my money, wisely without waste
- **Metrics Measurement:** Quantitative, Qualitative; KPIs, Preconceived Realistic and Achievable Objectives and Goals

EDUCATION:

BA, Philosophy + MS, Integrated Marketing Communications, Roosevelt University, Chicago,
Certificates: Sound Engineering, Radio + TV Production, Columbia College, Chicago;

MEMBER:

SPJ, Society Professional Journalists; CAPRC (Central Asia Productivity Research Center); EC, Eurasia Center + EBC, Eurasian Business Coalition, ATB, African Tourism Board; Leafwire Collective

EXPERIENCE: FROM PRESENT

*** Global 3T: 1996 – Present:** Marketing Experientialist, Technologist, Strategist: I Develop, Sell and Deliver a wide variety of marketing services to help to enable brands from some of the world's biggest to some very promising startups to **Target with a laser-like focus, Reach with surgical precision, Engage with relevant emotionally connected tactics, Sell the product which addresses pain/pleasure needs, Build long-lasting customer/client relations.** I work on behalf of domestic + international companies, governments, organizations + Institutional clients. Projects include Creation + Production of projects from concept to post-production analysis.

I aggregate + deploy, capabilities, expertise + experience including:

- Marketing Strategy + Tactical Planning + Implementation
- Contract Sales + Business Development
- Experiential Event Marketing + Production: Conceptualization, Development, Programming, Staffing, Logistics, Management, Post Results Analysis and Reporting; Stellar Creations which Over-Deliver desired results, including customer acquisitions, customer relations, loyalty-building
- Experiential Events, Trade Show, Conference, Meetings, Sales Promotions Production
- Business Development + Marketing Strategy + Tactical planning + Implementation
- Direct Response Marketing Strategy and Tactical Planning and Implementation: Social Media, Email, Direct Mail
- Marketing Technology: Apps, NFC, BLE, Geofencing, QR, SMS, SMM, SEO, SEM, etc.

Highlights: As an independent having developed, sold, managed and executed over \$30,000,000 worth of B2B/B2C marketing services to some of the world's biggest brands.

SOME BRANDS CLIENTS:

SPIRIT BEVERAGES: Jack Daniels, Courvoisier, Hennessy, Tanqueray, Alize Cognac, Crown Royal, Stolli, Finlandia, Heineken, Amstel, Corona, Guinness, Red Stripe, Grand Marnier, Paul Masson GA, SChkelda Vodka, Milano Green Vodka, Tanduay Rum, Blue Vodka

AUTOMOTIVE: Ford, Volvo, Mercedes Benz, Chrysler, Dodge, Jeep, Hyundai

FINANCE: Harris Bank, Northern Trust Co., American Family Insurance, Nationwide, GMAC Mortgage

FOOD: Kraft, NutraSweet, Post, Pepsi, A1, Lawry's

RETAIL: Target, Wal-Mart, Macy's, Kmart, Sears, Carson's, JCPenney, Kroger; Dominick's, Home Depot

TOURISM: American Airlines, United Air, Amtrak, Choice Hotels, Aruba Tourism, Jamaica Tourism, Haiti Tourism, Brazil's Embratur, RioRur + Bahiatursa

*** Eurasia Center/Eurasia Business Coalition: 2010 – present:** I expanded the capabilities of EC/EBC to include Int'l Travel & Tourism Marketing Services while helping to develop the NYC and new Chicago presence of this emerging DC-based organization. ECB produces annually the Doing Business with the Eurasian Union and Doing Business with the BRICS Conferences.

* **Angel Flight Marketing Services: 2012 – 2015:** New Business Development: I sought opportunities for new accounts in the Government Sector: Federal, State and City of Chicago; as well as Medium-Sized Businesses and Large Corporations, as well as, subcontracting opportunities from Major Advertising and Marketing firms. I wrote the proposal responses to RFPs and managed the accounts. I conceived of and was working to bring Digital Marketing Technology to AFMS like, NFC, BLE (Beacon), GeoFencing, purpose-driven Mobile Apps, Gamification, 3D Projection, etc.

* **Colgate Palmolive: 2006 – 2010:** I was the lead coordinator for CPs Bright Smiles, Bright Futures Chicago Based Team which provided Dental Screenings to Children and Oral Health Education to Children, Parents and Educators, in the 6 county Chicago DMA, corporate or pro sports events in Wisconsin, Indiana, Illinois, Missouri, Arkansas, Kansas, Florida. I negotiated and maintained relations with the CPS + Indie Schools, NFPs, Churches, Police and Fire Departments to enable events and programs

* **The Hospitality Group of America:** I sold corporate hospitality packages, for some of the world's top sporting events, including the PGA Championship, The Kentucky Derby, Wimbledon, US Open Golf + Tennis and NCAA Final Four to executive-level decision-makers of major corporations, including Kraft, GM, Fleming Companies, more

* **Avis Rent A Car:** B2B Major Account Sales. to Downtown Chicago based corporations, with a focus on rate increases and volume commitments. **Highlight:** developing/closing a deal to make Avis the Official Car Rental Company of the Chicago White Sox.

* **McNeil Pharmaceuticals, a division of Johnson & Johnson:** Territory Manager: Within two years turned a \$300,000 a year territory into one doing \$2,000,000. **Highlight:** Stayed in the top 10% of the 450 reps nationwide and won all of the available awards.

* **AT&T:** National Account Sales Executive: Consultative Selling Methodology, Sold Tele and Data Communications Service and Equipment, to industrial, financial and Security divisions of the Borg-Warner National account. **Highlight:** I survived Darth Vader (Do or Die Training) University!!!

* **Merrill Lynch:** As a Series 6, 7 and 63 Registered Rep, back then a Glorified Telemarketing Job, in which we had to buy our own leads. I Successfully sold equity, debt, annuity and tax shelter financial products to prospects using phone, networking and group presentation solicitation tactics.