

# Andrea Mooney

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## DIGITAL AUDIENCE STRATEGY EXECUTIVE

Senior-level content, strategic, visionary leader with expertise in designing and executing digital content strategy, communications efforts, and marketing campaigns. Dedicated professional with proven success in forming tactical alliances to optimize operations, boost revenue, and scale audience. Inspiring team player, skilled in collaborating with fellow executives to identify growth opportunities, strengthen brand loyalty, and exceed organizational objectives and expectations. Key strengths include:

- Content Strategy
- Subscriptions / Memberships
- Owned, Earned, Paid Media
- Omnichannel Marketing
- Product Management
- Audience Development
- Project & Program Management
- Internal / External Communication
- Email Newsletters
- Social Media Engagement
- Customer-First Approach
- Strategy & Execution

## EXPERIENCE

**NEXSTAR INC**, Dallas, TX

**April 2020 - Present**

### **Sr. Director, Audience Platforms**

Founded the company's digital experience practice, working across audience, content and sales to increase the collection of visitor data, grow audience engagement and develop loyal relationships with our visitors. Own requirements, prioritization, and successful execution of projects that create business value from the company's 1<sup>st</sup>-party data assets. Streamline and automate the collection, management, and analysis of content, visitor and advertising data. Utilize CDP, DMP, ESP, CMS, BI/BA and other marketecture solutions to build universal customer profiles and engage audiences across their lifecycle.

- Led migration of 120+ local TV stations' editorial and advertising email programs from two ESPs to one, improving list governance advertising compliance and modernizing email templates.
- Launched company's first CDP, constructing data pipeline that manages 450M profiles.

**CDS GLOBAL / HEARST MAGAZINES**, Austin, TX

**January 2018 – January 2020**

### **Principal Product Manager, Digital Engagement**

Designs, initiates, and leads processes that enable web and mobile personalization that drives one-on-one target audience engagement through omnichannel marketing automation. Encourages client feedback and analyzes audience and customer data to establish future product specifications. Joins sales, marketing, and IT teams to direct and align product development. Promotes products through core positioning, sales enablement, and training initiatives. Evaluates partnership and licensing options.

- Drives identity resolution, digital subscription, and ad optimization products from inception through introduction into the market, with a goal of achieving at least a 50% profit margin.
- Finalist in Hearst Lab's HearstX Idea-a-thon; product focused on universal customer profile.
- Nominated into the company's inaugural "Emerging Stars" leadership program.
- Nominated as a HearstLab Scout where I assisted in the evaluation of potential HearstLab investments (pre-seed and seed) and advise HearstLab teams, a community of early stage, women-led startups, on content, marketing and product strategy best practices.

**HOUSTON CHRONICLE / HEARST NEWSPAPERS**, Houston, TX

**May 2012 – January 2018**

### **Director, Digital Content / Executive Producer**

Directed digital content strategy for breaking news, investigations, sponsored content, and premium, subscriber-only digital content. Program managed, inspired and encouraged innovation and editorial excellence across a cross-functional, high-performing team responsible for Chron.com, a top 10 U.S. news website. Boosted brand's reach through SEO, social media, email marketing, content marketing and print promotion. Monitored, analyzed and reported KPIs attached to audience and traffic growth. Collaborated with leadership teams to plan revenue-building strategies, including forward-thinking branded content concepts (real estate, automotive, health, travel). Spearheaded and oversaw partner rollouts and product launches, including paywall on HoustonChronicle.com, Shopify store and affiliate marketing programs. Trained reporters on digital content best practices.

- Managed \$2M budget that generated digital programmatic revenue up to \$15 million annually.
- Earned recognition as 2018 Pulitzer Prize Breaking News Finalist for Hurricane Harvey coverage.
- Boosted total pageviews by 80% and unique visitors by 40%, best growth in site's history.
- Achieved 1B paid viewers for first time in site's history, continually exceeded annual growth goals.
- Introduced Hearst Newspapers first paywall subscription website, HoustonChronicle.com, in 2013 and grew paying digital subscriber activations to 100,000+ over tenure in role.
- Oversaw publication named "Most Effective Publication on Facebook" by Engagement Labs.
- Selected as one of 60 out of 20,000 global Hearst employees to participate in the company's executive leadership program, the Hearst Management Institute.
- Earned recognition from Associated Press in 2013, 2014, 2016 for leading "Texas' Best Newspaper Website".

**RIGZONE / DICE HOLDINGS, INC.**, Houston, TX

**September 2011 – May 2012**

**Web Content Director**

Created and managed annual global editorial calendar that aligned with organizational goals of growing audience, advertising revenue and premium paid products. Assigned, edited and wrote content, following AP Style and corporate brand standards. Collaborated with company's top executives to develop strategic plans and budgets and joined with marketing and investor relations teams to coordinate and promote special projects and events.

- Grew domestic website visitors by 10% and international website visitors by 25%.
- Introduced sponsored content that generated \$250K in new revenue.

**USER FRIENDLY MEDIA**, The Woodlands, TX

**June 2008 – August 2011**

**Internet Product Manager**

Led profit-oriented product and project management in B2B advertising sales. Established requirements for company's online business directory, proprietary Content Management System (CMS) and search engine optimization (SEO) products. Formed partnerships to establish search engine marketing products. Conducted business cost analyses and website traffic analytics. Developed business forecasts and marketing plans. Initiated internal and external marketing and sales communications strategies.

- Created six digital products that earned \$10M in new sales revenue.
- Boosted revenue in Internet Yellow Pages division, making it profitable in less than three years.
- Introduced new product requirements for Internet Yellow Page websites to save on expenditures.

**FOX TELEVISION**, Houston, TX, and Dallas, TX

**March 2006 – June 2008**

**Senior Web Producer** at KRIV FOX 26, Houston, January 2007 – June 2008

**Web Producer** at KDFW FOX 4, Dallas, March 2006 – December 2006

Devised content strategy and online editorial processes for website. Supervised six staff members. Collaborated with Internet Sales Manager on TV sales convergence projects. Managed special projects from inception through retirement. Created marketing campaigns using e-newsletters, surveys, contests, social media and on-air promos. Wrote breaking and feature news articles. Digitized video reports.

- Won 2008 Lone Star Emmy – Interactivity for myFOXHouston Live.
- Boosted website's unique visitors by 20% and page views by 45% within three months.
- Earned 2007 Lone Star Emmy Award – Community Service for "Predator Check" project.
- Introduced station's first email newsletter, mobile website and SMS features.

**PROFESSIONAL CERTIFICATIONS**

Pragmatic Management Certified (PMC-IV), Pragmatic Institute, February 2020

Certified Scrum Product Owner (CSPO), Scrum Alliance, February 2019

Inbound Methodology, HubSpot, February 2018

**EDUCATION**

Master of Arts (MA), Human Dimensions of Organizations, December 2021

The University of Texas at Austin, Austin, TX

Bachelor of Arts (BA), Journalism, Internet Emphasis, May 2003

Southern Methodist University, Dallas, TX