

Andrea Mooney

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DIGITAL AUDIENCE STRATEGY EXECUTIVE

Senior-level strategic leader with expertise in designing and executing cross-platform digital strategies that grow audience engagement across content, advertising, and marketing, with a focus on creating habits that grow loyalty. 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
- Omnichannel Marketing
- Audience Engagement
- Digital, OTT, Linear Media
- Email & Social Media Distribution
- Data & Technically Savvy
- Strategy & Execution
- Product & Project Mgmt.

EXPERIENCE

NEXSTAR INC, Dallas, TX

April 2020 - Present

Ideate and develop new audience engagement and consumer marketing products that help the country's largest owner of news media brands collect 1st-Party data, with privacy compliance top of mind, that can be used for audience targeting and activation.

VP, Audience Platforms (*April 2023 – Current*)

Lead, consult and advise more than 120 local TV stations, 2 national broadcasters and 2 national publishers on how to reach their individual brand and company goals. Develop business cases, ROI calculations and project plans that translate into actionable project initiatives. Monitor and optimize to achieve success. Capture best practices and market case studies to increase use of high-performing digital experiences that help brands build audience loyalty and trust.

Sr. Director, Audience Platforms (*April 202 – March 2023*)

Founded the company's digital experience practice working across audience, content, sales and product to increase the collection of visitor data, grow audience engagement and develop loyal relationships across linear, digital and OTT. 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.

Notable Achievements

- Launched regional brand study product that generated more than \$5 million from only 6 regional advertisers with a 100% retention rate for 2nd renewal and 75 % retention rate for 3rd renewal.
- 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.
- Reimagined and launched company's sales prospecting tools (Comscore, MRI-Simmons, Nielsen), improving customer targeting and forecasting.
- Served as interim Digital Executive Producer for NewsNation in its inaugural year, overseeing the hiring, training and day-to-day operations of the cable network's digital team, which grew site traffic from 0 to more than 2.5 million Unique Visitors per month.

CDS GLOBAL / HEARST MAGAZINES, Austin, TX

January 2018 – January 2020

Principal Product Manager, Digital Engagement

Designed, initiated, and led processes that enabled audience engagement and digital personalization. Encouraged client feedback and analyzed audience and customer data to guide client recommendations and future product specifications. Collaborated with sales, marketing, and engineering teams to direct and

align product development. Promoted products through core positioning, sales enablement, and training initiatives. Evaluated partnership and licensing options.

- Drove 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 advised 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.

- 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.
- Introduced Hearst Newspapers first paywall subscription website, HoustonChronicle.com, in 2013 and grew paying digital subscriber activations to 100,000+ over tenure in role.
- 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.

RIGZONE / DICE HOLDINGS, INC., Houston, TX

September 2011 – May 2012

Web Content Director

Created and managed global editorial team focused on 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, collaborated with marketing and investor relations 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. 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.

[View Extended Resume with other positions, responsibilities and results at andreamooney.com.](http://andreamooney.com)

PROFESSIONAL CERTIFICATIONS

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

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

EDUCATION

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

The University of Texas at Austin, Austin, TX

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

Southern Methodist University, Dallas, TX