

Andrew Mimault

Marketing Expert & Business Development Strategist

Strategic and analytical marketing professional with more than 10 years of experience in digital marketing, sales, and business development. Combines deep industry knowledge with technical execution in brand development, advertising, and content creation for Fortune 500 companies, small businesses, and startups. Excels at crafting high-impact communications to clients and team members.

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SKILLS

Marketing Research & Strategy

Statistical Analysis

Leadership

SEO & SEM Marketing

Public Speaking

Social Media Marketing

Facilitation

Business Process Improvement

Creativity

Problem-Solving

Adaptability

WORK EXPERIENCE

President/Founder Mantic Media Group

01/2020 - Present

St. Petersburg, FL

Mantic Media Group is a full service, independent growth firm.

Achievements/Tasks

- Managed 20+ clients across 10+ states in multiple industry verticals including home services and e-commerce. Implementation of A/B tests, tracking, detailed reporting, analysis, and recommendations. **Yearly media budgets ranging from \$400-\$500k.**
- Formed partnerships with leading marketing platforms (Google, Microsoft, Yelp) and third party technology providers.
- Planned, implemented, and executed paid search marketing campaigns for 15+ locations of a large national franchise; **generated 3,000+ leads and \$800,000+ in sales** through Google and Microsoft Ads while achieving ROAS's ranging from \$3-\$11.
- Trained and managed remote cross-functional team of contractors to complete client projects and reporting deliverables using monday.com and weekly one-on-one Zoom meetings.
- Created and scheduled content marketing collateral for Instagram, Facebook, LinkedIn, and Twitter to increase brand awareness using social media management platforms.
- Maintained meticulous reports of lead volume and revenue, **resulting in new business opportunities and increased profitability for clients.**

Director Of Marketing (freelance) Fresh Rags

01/2016 - 06/2021

Pinellas Park, FL

Local brick-and-mortar streetwear clothing & sneaker retailer.

Achievements/Tasks

- Facilitated a partnership with non-profit, Save The Manatee Club, for fundraising purposes in conjunction with sneaker collaboration with Saucony shoes.
- Advised on design direction and product creation for Saucony x Fresh Rags sneaker collaboration project. Worked collaboratively with head designer to create products which included sneakers, apparel, and lifestyle accessories.
- Designed and built company website and product landing pages using Shopify, **lead to online sales in excess of 100k+ per year, created an international customer base, and grew Mailchimp email list to 10,000+ subscribers.**
- Worked directly with sales and marketing teams at major streetwear and sneaker brands to coordinate an effective product rollout strategy. Campaigns included creating influencer partnerships, content creation campaigns, and paid digital campaigns.

WORK EXPERIENCE

Digital Media Manager

Three Five Two Inc.

03/2018 - 10/2019

Tampa, FL

Innovation and growth marketing firm.

Achievements/Tasks

- Spearheaded the strategic and tactical execution of marketing campaigns across multiple media channels; including Google Ads, Microsoft Ads, Amazon Ads, Reddit, Yelp, Facebook, Instagram Ads and Apple Ads.
- Led digital brand strategy for large national brands, local advertisers, and venture backed startups. **Managed monthly media budgets ranging from \$50-100k.**
- Created innovative campaign build & media budget pacing documents for use on advertising accounts in order to decrease campaign build time and increase accuracy of budget utilization.
- Facilitated the development of an automated, client-facing reporting dashboard to monitor client account performance. Collaborated with analytics manager to develop custom weekly reports.
- Influenced UX/UI design for company and client landing pages in order to increase qualified inbound lead volume and conversion rates.
- Simultaneously managed **14 media accounts across non-profit and start-up business** models using agile and traction methodology.

Sr. Digital Media Specialist

Chacka Marketing

10/2015 - 03/2018

Tampa, FL

Digital marketing agency

Achievements/Tasks

- Responsible for planning, implementing, and monitoring client advertising on Google Ads, Microsoft Ads, and Yahoo Gemini. Wrote clear and compelling ad copy used in text and display advertisements that increased click through rates and ad engagement.
- Managed multiple enterprise level SEM client accounts simultaneously, **oversaw monthly budgets of \$1,000,000+.**
- Consulted with clients across multiple verticals; including e-commerce, B2B, B2C, brick-and-mortar, and ranging from Fortune 500 to start-ups.
- Spearheaded an account restructure that reduced total number of campaigns by 56% while **driving a 40% increase in appointments** and lowering CPA by 1.4%; resulting in CPA and appointment forecasts to be exceeded by 5% respectively.
- **Led reporting & analysis** team. Provided ongoing training to interns and account associates to ensure team performed above standards.
- Represented the company at public speaking engagements, conferences, and industry trade shows.

Marketing Associate

BioDerm Inc./Men's Liberty

09/2013 - 10/2015

Largo, FL

Leading medical device manufacturer

Achievements/Tasks

- Established the companies first digital marketing efforts including social media, advertising, e-mail marketing, and blogging. **Oversaw agency relationship and \$4,000 - \$20,000/month digital advertising budget.**
- Performed traditional white-hat SEO and optimization of Men's Liberty and BioDerm Inc. sites to increase organic search rankings.
- Created compelling content for use on all social platforms (Facebook, Twitter, Pinterest, YouTube) to create a consistent brand tone and become an industry thought leader for both the Men's Liberty and BioDerm Inc. brands.
- Coordinated the redesign and launch of the Men's Liberty website in order to increase web leads and bring the website up to current UX/UI standards.
- Attended trade shows and events on behalf of BioDerm Inc.. Prepared engaging booth display and marketing collateral for field sales team.

EDUCATION

B.S. in Marketing & Information Systems

University of South Florida

2011 - 2013

HONOR AWARDS

New Employee Intro Of The Year (2018)

Three Five Two

Tampa Bay Business Journal Office Hero (2017)

Chacka Marketing

ChackA+ Award (2017)

Chacka Marketing

CERTIFICATES

Google Ads Search Advertising Certification

Google Shopping Ads Certification

Google Ads Display Advertising Certification

Google Ads Apps Certification

Google Ads Video Advertising Certification

Microsoft Advertising Certified Professional

Hubspot: SEO Certification

Hubspot: Content Marketing

Google Ads - Measurement Certification

Google Tag Manager Fundamentals

Google Mobile Advertising

Google Analytics Certification

Google Business Profile

Waze Ads Fundamentals

Yelp Ads Certified

Hubspot: Email Marketing

PUBLICATIONS

Online Blog

Canvas Rebel: What does Corporate America get wrong in your industry?

10/14/2022

Canvas Rebel

In this interview, I provided up-to-date insights on the digital marketing industry.

Online TV Network

Coffee with Joe with Andrew Mimault

Author(s)

RVN Television

12/11/2021

Episode 38

Discussion with Joe Asumendi about digital media and marketing.

Online Newspaper

E-Commerce Trends in 2018: Voice, Subscriptions, Personalization

Author(s)

John P. Mello Jr.

1/4/2018

E-Commerce Times

Provided expert commentary on state of impacts and future of voice search and PPC advertising

Online Magazine

Hidden Gems: Meet Andrew Mimault of Mantic Media Group

6/8/2021

Voyage Tampa

Interview for local digital magazine on the digital marketing solutions MMG provides to clients.

Online Blog

Media Champions with Andrew Mimault from Mantic Media Group LLC

10/10/2021

Daily Ad Brief

Interview with Atlanta based marketing publication on how to create better media plans.

Online Blog

Personalized Marketing: 29 Experts Reveal the Most Overlooked Aspects of Personalized Marketing (and Why They Matter)

Author(s)

Angela Stringfellow

11/29/2017

NG Data

As a panelist, I provided insights into future of personalized marketing.

TECHNICAL SKILLS

Website Development

Wordpress, Shopify, Wix, Squarespace, BigCommerce, Landing Lion, Unbounce, HTML, CSS, Javascript.

Google Suite

Google Analytics, Search Console, Google Business Profile, Google Admin, Google Drive.

TECHNICAL SKILLS

Project Planning & Workflow Monday.com, Jira, Trello, Hootsuite, Loomly, Powerpoint, Keynote, Word.

Email & CRM Mailchimp, Hubspot, Housecall Pro, Outlook.

Social Media Instagram/Instagram Ads, Facebook/Facebook Ads, Pinterest, LinkedIn/LinkedIn Ads, Facebook/Facebook Ads, SnapChat Ads, TikTok Ads, Twitter, Clubhouse, Medium, YouTube/YouTube Ads.

Design & Graphics Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, & Canva.

Search Engine Marketing Google & Microsoft Ads, Amazon Advertising, Google Shopping, Google LSA, Google & Microsoft Ads Editor, Apple Search, Spyfu, SEMRUSH, Yelp Ads, Skai.

Reporting NinjaCat, ChartMogul, Google Data Studio, Excel Expert, Wave Financial, Google Sheets.

ORGANIZATIONS

Tampa Bay Startup Week (02/2019)

Volunteer Staff

INTERESTS

Fitness

Art

Photography

Traveling

Restaurants

Coffee

Fashion

Reading