
ANDREA NIEDERMAN



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EDUCATION

**The College at Brockport, State
University of New York**
Journalism/Theater
2006-2010

SKILLS

Creative Brainstorming, Salesforce
CRM, Web Design, Video Editing, Event
Planning, Public Relations, Budgeting,
Adobe Design Suite, Digital Marketing,
Copywriting, Social Media, Reporting
and Analytics, Email Marketing,
Cooking, Zumba, Improv Comedy

EXPERIENCE

DIRECTOR OF MARKETING AND COMMUNITY RELATIONS PORT WASHINGTON PUBLIC LIBRARY

August 2020- Present

- Partner with key stakeholders, community partners, elected officials, and internal teams to create, collaborate and execute strategic communications plans, live events and lectures, virtual programs, and digital offerings to support the vision, mission, and culture of the library.
- Create, update, and modernize all public-facing communications, promotional campaigns, internal communications, and branding to reflect the new, accessible, and open nature of the public community library.
- Brainstorm and collaborate cross-departmentally to develop, strategize and promote monthly themes and accompanying programs, social content calendar, and gallery displays for patrons.
- Plan, budget, and strategy for all media buying, advertising spend, digital marketing and social media paid campaigns.
- Manage all public relations responsibilities, write and edit press releases, pitch stories to local and national press, capture and edit video and photos for press kit, cultivate relationships with local journalists, and handle all crisis communications response.
- Design and produce all graphic design for social media, print, and digital flyers, promotional items and giveaways, brochures, monthly newsletter, weekly e-newsletter, and printed and electronic banners.
- Maintain and update website, manage and review SEO and analytics to optimize traffic and website performance.

DIRECTOR OF MARKETING, BOX OFFICE, AND PROMOTIONS DISTINGUISHED CONCERTS INTERNATIONAL NEW YORK

October 2011- July 2020

- Senior Department Head responsible for managing and supervising a full-time marketing team of five, overseeing all strategic and season-long marketing and advertising endeavors, box office reporting and ticketing, group sales and promotional partnerships, and global communications for events at Lincoln Center and Carnegie Hall.
- Responsible for all budgeting and season campaign planning inclusive of collaborations with major print and digital publications, media outlets, bloggers, and social media influencers.
- Attended relevant conferences, conventions, and educational seminars to stay relevant and up to date with leading change-makers in the cultural arts, tourism, and hospitality industry.
- Collaborated with Public Relations team to ensure local and national press coverage for individual events and overall business.
- Primary Liaison for venue, front of house, labor, legal and house management for all live and streamed performances.
- Worked with advertisers, vendors, and partners to create custom and unique activations and marketing campaigns to promote the season.

AUDIENCE DEVELOPMENT CONSULTANT

June 2010- Present

- Services include social media digital marketing, website design, graphic design, copy writing, promotional partnerships, arts marketing, public relations, audience development and creative strategy.