

## Andrew Mallory

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### Profile

Passionate, team-oriented professional with exemplary training and focus to successfully launch a career. Strengths include an attention to detail, strategic thinking, analytical expertise and content creation.

### Career Skills

Social Media Strategy	Digital Content Creation	Creative Writing
Social Media Analytics	Digital Filmmaking Project	Group Management
Social Media Advertising	Web Management (HTML/CSS)	Public Speaking

Coursework included: Social Media Strategy, Analytics, Advertising and Advocacy, Entrepreneurship, Interpersonal Communication, Digital Camera Operation, Film Editing, Screenwriting, Copywriting, Photography and Photo Editing.

### Work Experience

#### Escape Room Manager, Williams Entertainment Group, Lindon, Utah, 2018 - Present

- Designed a paper-prototype framework for a transmedia ARX for Alcatraz Escape Games
- Ran social media pages for Alcatraz Escape Games, Lindon and Labyrinth Reality Games, Lindon
- Designed and distributed original media and copy via email campaign and social media campaign
- Boosted following and engagement by 40%

#### Social Media Associate / Monitor, Mystery Escape Room LLC, Salt Lake City, Utah, 2015 - 2016

- Boosted engagement by 45%
- Wrote, filmed and edited over 20 videos for marketing, attracting over 20k in views organically
- Wrote and produced under the direction from Warner Brothers an escape room / social media centric companion experience for their movies Pride Prejudice and Zombies and Point Break

#### Freelance Social Media Marketer, Orem, Utah, 2016 - Present

- Built a social media presence for Living Scriptures from 100 to over 10K on Instagram
- Managed a SJW fallout and doxing of a local social media company called @Mexitrend
- Produced marketing videos for upcoming products from GreeLife Labs
- Created the social media marketing plan for the European tour of artist Nina Angela Lee
- Developed a demo transmedia ARX for Evermore Park's social media
- Analyzed over 100K points of analytics

#### Chief Creative Officer, Discovery Space Center, Pleasant Grove, Utah, 2013 - 2014

- Produced over 48hrs of media content used in simulated space adventures and marketing

### EDUCATION and Training

- Associates of Applied Science in Digital Marketing, LDS Business College, Salt Lake City, Utah, 2016
- Facebook BluePrint Badge, Salt Lake City, Utah, 2016
- Google Analytics Certification, Salt Lake City, Utah, 2016
- Digital Filmmaking Arts Diploma, New York Film Academy, Burbank, California, 2012
- Marriott Genuine Care Service Excellence Certification, Provo, Utah, 2011

