

ANDY OARE

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KIVVIT

Senior Director, Digital

2018-2020

- Oversaw all aspects of Kivvit's digital function. Under my leadership, Kivvit expanded its number of digital clients by more than 135% and increased its annual digital revenue by more than 200%.
- Directly supervised team of eight direct reports spread across offices in four separate locations.
- Established internal processes pertaining to vendor relations, media buying, spend tracking, and reporting.
- Identified and created new digital services and revenue streams, including Online Reputation Management.
- Under my leadership, Kivvit won the 2019 SABRE Award for Digital Agency of the Year.

THE GLOVER PARK GROUP

Vice President

2014-2018

- Developed, implemented, tracked and optimized digital marketing campaigns across all channels. Clients included Fortune 10 companies, sports & entertainment companies, advocacy campaigns, and more.
- Founded and grew GPG's social media advertising practice; accounting for more than \$2m in 2017.
- Managed and supervised GPG's Digital & Social Strategy team.

HILLARY FOR AMERICA

Senior Digital Director

2016

- Ran HFA's digital program in Florida (ranked #1 tipping point state by fivethirtyeight.com).
- Executed first of its kind SMS voter contact program ultimately resulting in +5.5m voters contacted by SMS.
- Oversaw paid and organic digital programs that generated +75,000 online Vote by Mail requests.

270 STRATEGIES

Digital Client Manager

2013-2014

- Led client teams and provided digital support to a diverse set of top-tier client engagements.
- Directly managed staff and vendors to facilitate production and overall client satisfaction.
- Specialized in work with clients at the start of engagements to help define overall programmatic goals.

OBAMA FOR AMERICA

National Regional Digital Director for the Southern and Midwest Regions

2011-2012

- Oversaw 20 state digital programs for the Obama re-elect campaign, including FL, NC, IA, WI, MN.
- Developed and managed state email lists, content calendars, and audience targets through a multitude of digital tools and platforms, in-house analytics models, and public voter file datasets.

UNITED STATES DEPARTMENT OF ENERGY

Senior New Media Manager for the Office of Public Affairs

2009-2011

- Managed content production and oversaw content calendar and for "Energy.gov" agency website.
- Recruited and hired talent to help grow digital program from two-person team to 11-person office.
- Oversaw digital content related to DOE Recovery Act: social media, microsites, videos, infographics, etc.

OBAMA FOR AMERICA

Field Operative (Various Roles)

2008

- Hired, trained, and managed staff of eight full-time Field Organizers on fundamentals of voter contact and persuasion campaigns in battleground states Michigan and Indiana.
- Field Organizer in primary states: South Carolina, Maryland, Ohio, Pennsylvania, and Kentucky.

XAVIER UNIVERSITY

B.S. in Psychology; B.S. in Communications

2006