

ROBERT GEORGE ANDREWS III

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EDUCATION

University of Southern California
Bachelor of Arts, Communication - Annenberg School for Communication

Los Angeles, CA
August 2021-May 2025

- Minor, Entertainment Industry - School of Cinematic Arts
- Minor, Marketing - Marshall School of Business

PROFESSIONAL EXPERIENCE

SURF DOG RECORDS; DAVE KAPLAN MANAGEMENT
Social Media & Marketing Intern

San Diego, CA
July 2023-August 2023

- Led Sublime’s social media strategy, increased Instagram followers by 32.9K (+4.4%), reached 5.67M users, and generated 7.8M impressions; improved Facebook engagement, driving 14.1M reach and 641K engagements
- Reviewed 10+ podcast episodes, selected standout thumbnails and clips, and optimized content scheduling, increasing engagement across platforms by 20%; curated content attained 100K+ views per post
- Managed 30th Anniversary merchandise release, overseeing the Sublime x Market collaboration and handling licensing, approvals, and retail strategy, directing 25% higher retail visibility and 10% increase in merchandise sales
- Promoted physical and digital distribution through The Orchard, tracked inventory, coordinated discount strategies, and prepared releases for 5+ major albums; led to 15% growth in sales during release periods
- Provided insights on key industry trends, including Taylor Swift, Elton John, and AI voice licensing, while organizing Pitney Bowes shipping operations for 100+ merchandise orders, ensuring timely fulfillment and accurate postage handling

ZEVTRON
Communication & Marketing Intern

San Diego, CA
May 2021-August 2022

- Curated and executed strategic digital content, aligning with brand positioning to enhance visibility and audience engagement
- Developed executive product proposals, leveraging market analysis and competitive research to expand reach
- Guided planning and execution of data-driven marketing campaigns, applying consumer behavior insights and brand experience strategies to optimize engagement and brand performance
- Provided creative and strategic input to refine brand messaging, ensuring alignment with organizational values, and reinforcing brand equity in both internal and external communications

LEADERSHIP & INVOLVEMENT

Pi Kappa Alpha Fraternity (Gamma Eta Chapter)
Social Chair & Event Planning Manager

Los Angeles, CA
August 2022-Present

- Managed a \$110,000+ budget, overseeing event coordination and fostering campus partnerships
- Recruitment Committee Member - Led engagement strategies for 700+ prospective members
- Outreach Committee Member - Developed initiatives to strengthen community relations and philanthropic efforts

Philanthropy & Community Engagement
Volunteer

San Diego, CA
August 2017-Present

- Dedicated 600+ hours to community service with organizations such as Jane Goodall's Roots & Shoots, TACO, Helen Woodward Animal Center, and Boys & Girls Clubs of America, demonstrating a commitment to social impact

SKILLS

- Marketing & Branding: Brand/Content Strategy, Audience Engagement, Consumer Insights, Digital Campaigns
- Digital & Social Media: Social Media Marketing, Influencer Marketing, Community Engagement, Content Creation, Analytics, Talent Promotions, Brand Collaborations
- Industry Expertise: Marketing, Communication, Music, Entertainment, Gaming, and Software
- Technical Proficiency: Salesforce, Artificial Intelligence (AI), Data Analytics, Market Research, SEO, Digital Advertising Platforms
- Creative & Strategic: Storytelling, Brand Positioning, Creative Direction, Campaign Development
- Project Management: Campaign Management, Financial Planning, Event Planning, Team Collaboration, Logistics Coordination
- Research & Analysis: Consumer Behavior, Competitive Analysis, Market Segmentation, Trend Analysis
- Legal & Business Affairs: Intellectual Property, Contract Negotiation, Policy Analysis, Business Development

INTERESTS

Travel | Music | Swimming | Environmental Advocacy | Anime