

Andrew Achter



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EDUCATION

University of Minnesota Duluth
B.B.A., May, 2018, GPA 3.5
Major: Marketing & Graphic Design

Study Abroad Semester I Marketing
The University of Waikato, New Zealand, Fall 2016
Gained a deeper understanding of the social and political impacts of U.S. culture within New Zealand and the rest of the world.

Red Bull I Personal Selling
April 8 – 18, 2018

Two friends and I won a trip of a lifetime to travel 1,500 miles from Stockholm to Amsterdam with nothing but Red Bull as currency. This challenge was an amazing lesson in personal selling as we relied on our bartering skills in order to get train tickets, hotels, and meals for a week.

SKILLS

Photoshop



Premier Pro



Illustrator



After Effects



Facebook Ad Manager



InDesign



INTERESTS

Travel, Photography, Videography, Outdoors, Innovation, Music, Entrepreneurship, Snowboarding, Action Sports

EXPERIENCE

Marketing & Video Production

Airvuz May, 2017 – Present

- Produced video content, created/optimized Facebook ad campaigns, and curated videos to enhance SEO on airvuz.com
- Directed and executed video projects including event advertisements, documentaries, and comprehensive lifestyle videos of the city of Minneapolis

Founder & Owner

Achter Productions LLC, 2016 – Present

- I operate a full service video production company on the side, covering events, weddings, promotional videos, and music videos. I also manage ad campaigns for a few small businesses.
- Video projects range from low budget promotional videos to high-budget commercials where we have worked with RED Dragon Cinema cameras and octacopter drones such as the Freefly Alta 8.

Digital Marketing & Video Production

Destination Duluth, December, 2017 – 2018

- Lead Videographer with the mission of increasing economic growth in the Twin Ports, MN area
- Helped foundation reach 40 million people organically through social media in 2018
- Launched new website using WordPress and helped to increase SEO and website traffic

Event Director – October 2016 – 2017

Marketing Chair – November 2014 – 2016

UMD Entrepreneurship Conference

- Oversaw and directed a planning committee of 30 students
- Responsibilities included leading committee meetings, contacting prospective speakers, managing budgets, and creating and implementing experiential marketing tactics.
- Designed conference logo, posters, brochures, and promotional commercials
- The conference attracts over 1,000 attendees each year.