

Andrew Gaffney

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EDUCATION

Fordham University, Gabelli School of Business

Bronx, New York

Bachelor of Science, Marketing Major; Concentration in Digital Marketing, English Minor *Expected May 2026*

GPA: 3.8/4.0

Honors: Woolworth Award Recipient, Dean's List Recipient (Freshman-Junior Year)

EXPERIENCE

Alchemee (formerly The Proactiv Company)

Bronx, New York

Media Intern

June. 2025 – Aug. 2025

- Supported strategy and launch of a multi-channel campaign leveraging influencer assets to engage Gen Z across TikTok, Meta and traditional channels including CTV and linear TV
- Monitored and reported on KPIs including ROAS, CPM, and AOV to evaluate channel and campaign performance and optimize outcomes to help shift and optimize spend
- Collaborated with multiple partner agencies to support the media buying process and ensure seamless communication across stakeholders
- Conducted quantitative and qualitative research and used findings to contribute new messaging ideas for the creative marketing team to more effectively engage younger targeted audiences

Fordham Photography Club

Bronx, New York

Digital Outreach Coordinator

Dec. 2024 – Current

- Created interactive and visual content using Photoshop and CapCut for multiple social media platforms
- Recruited new members through social media outreach and in-person events, increasing post engagement by ~70% and membership by 15%
- Spearheaded community building and member engagement by replacing traditional meetings with live field events focused on capturing and sharing images in NYC venues
- Launched and designed an annual magazine featuring club members work

Sofia's Mediterranean Grill

Hasbrouck Heights, New Jersey

Server

July 2021- Aug. 2022

- Helped tend to customers needs while being accessible and friendly to ensure customer satisfaction
- Increased guest check averages by promoting special items
- Frequently assisted coworkers during rush periods to encourage teamwork and maintain an exceptional guest dining experience

LEADERSHIP AND EXTRACURRICULAR

HeadCount

New York, New York

Volunteer

Aug. 2024- Present

- Assisted in voter registration at live events, engaging attendees in conversations about voting and facilitating registration

Fordham Best Buddies

Bronx, New York

Member

Sept. 2023- Present

- Actively participated in Best Buddies club activities, fostering a culture of inclusivity and friendship within our local community
- Collaborated with club members to organize social events and activities that enhanced the quality of life for individuals with intellectual and developmental disabilities

The Ampersand*Member/Contributor***Bronx, New York***Feb. 2022- Present*

- Contributed writings and feedback for seasonal releases of Fordham's The Ampersand literary magazine

Pilots Log (School Magazine)*Editor In-Chief***Hasbrouck Heights High School, New Jersey***Sept. 2021- June 2022*

- Lead multiple groups of writers in building 6 magazine issues
- Formulated article ideas, wrote and edited articles, created article and magazine designs
- Advertised releases through social media in order to increase viewers