

Andrew Slack

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TEAM LEADER, PRODUCT & DESIGN MANAGER, SALES MANAGER

VISUAL COMMUNICATIONS · OPERATIONS · EDUCATOR · DESIGNER

EMPATHETIC LEADER – Dedicated to building teams that are engaged, but operate fairly to deliver on commitments.

STRATEGIC MINDSET – Driven to create artistic harmony between competitive intelligence and how this data can impact or influence products.

RESULTS DRIVEN – Committed to synthesizing detailed data from valuable final work products into a detailed communication that different audiences can easily consume.

LIFE LONG LEARNER – Dedicated to growth and development by continuously learning and honing new skills as well as teaching them to others.

PROFESSIONAL EXPERIENCE:

Assistant Office Manager - Marketing and Sales Manager - (Mar 2011 – June 2023) Riverview Dental –

- Recruited, hired, and managed a team of administrators/insurance claim representatives and mentored them on how to successfully adjudicate claims and handle patient concerns.
- Provided general IT support for the scheduling computers (MacPractice; Mac) and for the X Ray/ Crown CAD/CAM machine and Crown scanner (Dentex; PC).
- Consistently researched and monitored new or existing dental ICD-10 and CP terminology codes to maintain a streamlined experience for the client.
- Posted every insurance claim for clients, then investigated on behalf of, and supported the client in the claim adjudication if it was necessary.
- Provided general support for Dentrex, MacPractice, Wi-Fi, firewall, and router support. Including basic circuit breaker and phone line maintenance.
- Initiated a sales and marketing campaign in early 2014 that led to new weekly sales of unique clear orthodontic cases and veneers, worked on financing with each patient to ensure a high sale rate, which increased our yearly sales by \$200,000.
- Coordinated with the creative team to generate dynamic marketing content, communication tools, web artifacts, and design assets that boosted interoperability among all of our apps, social sites, and website assets. One unique design campaign we did in late 2018 resulted in 15 unique veneer cases, which broke a production record by \$150,000.
- Grew Riverview Dental's patient base by ~2,000 patients by developing their competitive advantage of Family Culture and implementing targeted communications to educate patients on how they can benefit.

- Transformed a Dental practice that had minimal online presence to one that has daily active traffic that consistently brings in new patients worth ~\$1.5K in annual incremental revenue on average.
- Advised upper management on Delta Dental and Aetna Insurance packages aimed at increasing coverage and treatment opportunities for clients in the Columbus, Ohio area.
- Maintained and grew relationships with specialty surgical dental practices by creating mutually beneficial arrangements that facilitate referrals between all parties involved.
- Strengthened Riverview Dental's Family Brand by generating a culture and atmosphere that puts patients at ease and improves outcomes.
- Collected market data through providing customer loyalty and market surveys, which aided in data-driven decisions for upper management on new ways to earn the business from prospective clients.
- Modernized and transformed corporate website by introducing the company to the Adobe suite, which directly resulted in a 100% increase in new customer contact rate on the new website through increased contact form fluidity and increased product/service migration
- Established a new web video and photo media division that resulted in a 150% increase in video production. Subsequently, that campaign saw a substantial increase in view count that corresponded with a 10-20% increase in new client acquisition.
- Consistently monitored data trends, potential problems or stops, and issued clear and concise direction to the team to fulfill the required course of action to correct and mitigate said problems.
- Led the team on the proper adjudication of hard-to-handle claims, and properly documented their status with detailed notes that the Doctors and managers could quickly integrate into action plans.

Office Manager – Operations Manager - (August 2022 – Present)
Dan the Gutterman –

- Initiated a sales and marketing training plan in 2023 that led to a record-breaking year of sales for the company.
- Collaborated with the owners, employees, and contractors relating to training concerns, human resources questions, problems on the job, and other work issues.
- Implemented a corporate outreach program to gain commercial bids, resulting in several new commercial clients that contributed to our record-breaking year of 2023.
- Provided general/ basic IT support for the office servers, in-house Job Estimate application software, and technicians' workday applications.
- Created an installation and estimate application that helped streamline weekly production targets.
- Managed and maintained general employee data, payroll records, business growth reports, and marketing.
- Coordinated with the owner's creative social media marketing needs to generate dynamic marketing content, communication tools, web artifacts, and

design assets that boosted interoperability among all of our apps, social sites, and website assets.

- Managed the full hiring process, including training routines, job descriptions, monitoring and editing online job postings, conducting virtual and in-person interviews, drug tests, background checks, as well as the new hire paperwork.
- Grew Dan the Gutterman's customer base by ~1,500 clients by updating their SEO, social media usage, review programs, website, and marketing campaigns.
- Established a new web video and photo media campaign that resulted in increased public relations and new customer acquisition.
- Switched between English and Spanish to guide skilled bilingual teams of technicians.
- Created a simple workday application for the technicians that utilized their smartphones to create a safe point of view camera, allowing them to track their work progress and help communicate/ share those results with the client.

EDUCATION:

2017-2018 The Ohio State University, Columbus, OH – Graduate Non-Degree credits towards MFA

2011-2014 The Ohio State University, Columbus, OH – Bachelor of Fine Arts and Visual Communication

TECHNOLOGICAL SKILLS:

Languages: English, Spanish

General Software: Microsoft Word, Excel, PowerPoint, Outlook, Access, Teams, Slack, Adobe Suite

Web Tools: Adobe Cloud, XDM (Experience Data Model), WordPress, CSS, AEM (Experience Manager)

Design/ Advertising Software: Unity, Filmic Pro Video Software, Cinema 4D, Salesforce, Google Business Profile, SolutionReach, Slack, Corel Painter 7 & 8, Salesforce, Marketo

PERSONAL INTERESTS:

- Fine Art Shows, Creating Children's books, Painting, Drawing, Performance Art Pieces
- Soccer, Coaching, Hiking, College Football, Walking Dogs