

Andy Metcalf

San Diego, CA | (619) 751-4494 | andymetc619@gmail.com | linkedin.com/in/andymetc

[Portfolio](#)

EXPERIENCE

UC San Diego University Centers, Marketing Assistant

Apr 2025 – Sep 2026

- Scaled @ucsdcenters from 11,808 to 14,932 followers and 9.8M+ impressions across 1,178 pieces on Instagram, TikTok, and Facebook by repositioning content around community storytelling, lifting average monthly engagement 170% (excluding July 2025's viral outlier).
- Tested hooks, thumbnails, and posting windows through weekly Sprout Social audits, achieving +35% link CTR, +22% Reel watch-time, and +18% vendor code redemptions within one semester.
- Activated Instagram Collaborate with 16 campus and community partner accounts, drawing 2.4M+ views across 67 collaboration posts beyond the existing follower base.

OnCampusNation / The Campus Agency, Microsoft Copilot Brand Ambassador (Contract)

Aug 2025 – Jun 2026

- Led a 3-person UCSD team across two national programs, ranking #1 among 50+ universities in Fall 2025 and earning two OnCampusNation awards: Most Creative Content and Best Education Video.
- Produced Reels and carousels generating 74,614 views and 1,565 engagements, peaking at 31,376 views on a 5-slide explainer carousel.
- Submitted bi-weekly reports on downloads, engagement, and content ROI, then cut a Reel to 9 seconds after skip-rate analysis, reaching a 56.9% skip rate, the campaign's strongest retention.

UC San Diego Design Co, Marketing Director

Jun 2025 – Jun 2026

- Directed a 13-person marketing team serving a 300+ member design community, coordinating content planning that generated 1.32M+ Instagram views and 16,261 interactions.
- Introduced Slack request cards assigning content owners and deadlines, making production responsibilities visible and anchoring a centralized publishing calendar across Instagram, LinkedIn, and Medium.
- Launched the March marketing rollout for a 2-day Sony partnership event, drawing 70 sign-ups with 71% arriving within the first 24 hours.

UC San Diego NanoEngineering Department, Fiscal Office Assistant

Apr 2024 – Sep 2026

- Supported setup and teardown for weekly NanoEngineering department conferences featuring professors as speakers and drawing 30+ attendees, preparing event spaces and restoring rooms after each session.
- Entered and updated expenditure and startup account data for approximately 30 principal investigator and faculty accounts, supporting monthly financial reporting and maintaining organized departmental records.

TREND Magazine, Marketing & Content Team Member (Volunteer)

Sep 2024 – Jun 2026

- Developed Instagram Stories strategy with weekly student spotlights, style polls, and behind-the-scenes features, increasing digital engagement 30%.
- Executed multi-channel campaigns for the annual fashion show through digital flyers, social teasers, and campus partnerships, driving a 40% increase in event attendance.

WEB PROJECT

Interactive Portfolio Prototype, Readymag

Oct 2025 – Dec 2025

- Built an interactive phone-frame prototype in Readymag using custom HTML/CSS with Claude assistance, replacing static campaign screenshots with a navigable, scroll-native case study.

EDUCATION

University of California, San Diego

Graduated June 2026

B.S. Business Economics and B.S. Cognitive Science, Design Concentration

SKILLS

Marketing & Analytics: Sprout Social, Instagram Insights, Meta Business Suite, A/B testing, content calendars, campaign reporting, audience strategy

Content & Design: CapCut, Canva, Adobe Illustrator, Photoshop, Figma, short-form video, brand guidelines

Web & Ops: Readymag, HTML/CSS (with AI assistance), Claude, Excel, Notion, Slack, PowerPoint