




# Andrew David Stebbins

## Growth & Content Marketer

### Contact

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### Summary

Creative digital marketer with a proven track record of building and scaling new marketing channels into major drivers of customer acquisition. Expertise in developer relations, content strategy, and audience growth, with a deep understanding of cloud technologies and systems administration. Scaled a YouTube channel from 3,000 to 1 million subscribers through data-driven campaigns, influencer partnerships, and technical storytelling. Skilled in content production that drives both customer acquisition and product adoption.

### Education

**Temple University**  
2012 - 2015

BS Advertising  
Business Minor  
Dean's List - [2012-2015]

**Community College of Philadelphia**  
2009 - 2012

Associates - General  
Business Studies  
Dean's List - [2010-2012]

### Key Skills

- Digital Advertising
- Video Production
- Influencer Marketing
- Systems Administration
- Cloud Services

### Work Experience

**Akamai - Remote | 2022 - 2024**  
Developer Advocacy Marketing Manager

- Led the Akamai Developer YouTube channel, growing it to 1M+ subscribers post-Linode rebrand.
- Produced 500+ technical videos with 30+ creators, driving engagement and advocacy.
- Managed content strategy, video production, budget, and content calendar while aligning with internal teams.

**Linode - Philadelphia, PA - Remote | 2018 - 2022**  
Digital Marketing Specialist

- Launched and scaled Linode's influencer program, driving 1/3 of new customer acquisitions.
- Implemented an affiliate program, overseeing integration into the platform with internal and external teams.
- Produced video content that grew Linode's YouTube channel to 100K+ subscribers.

**Value Prop Interactive - Malvern, PA - Remote | 2015 - 2018**  
Digital Marketing Coordinator

- Developed websites, landing pages, SEO strategies, and digital campaigns to drive traffic and conversions.
- Managed Google Ads and social media campaigns for multiple clients focusing on lead generation and brand growth.