

Andrew Graham | aw.graham@gmail.com | 913-244-6312 | Overland Park, KS

[LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Results-oriented marketing and communications content writer and generalist with over 15 years of experience in content strategy and development, digital marketing, SEO, and public sector communications. Proficient in creating engaging, high-performing content for B2B tech, government, and consumer audiences. Skilled in campaign management, analytics, and crafting personalized, data-driven messaging across both digital and traditional platforms.

SKILLS

Content Development (Writing, Editing, Design), Internal/External Communications, Digital Marketing Strategy, Email Marketing, Social Media Management, SEO/SEM, WordPress, Google Ads, HubSpot, Google Analytics, AP Style, Brand Messaging, Copywriting, Adobe Creative Suite, Public Relations/Media Relations/Outreach, Page Layout & Design, PPC

PROFESSIONAL EXPERIENCE

Freelance Marketing and Communications Services

May 2017 – Present

- Collaborate with B2B and public sector clients to craft content strategies aligned with business goals.
- Write SEO-optimized copy to drive engagement and conversions.
- Support branding, messaging, and digital marketing efforts with personalized solutions and performance insights.
- Develop long- and short-form content across platforms, ensuring tone, clarity, and consistency in brand voice.
- Consult on web development and social media marketing for small businesses.
- Optimize PPC content.

Digital Marketing & Outreach Specialist (Contractor, U.S. General Services Administration)

Apr 2023 – Apr 2025* | Cascades Technologies / Analyticx LLC

- Created content for email campaigns, web articles, and social media channels.
- Managed cross-platform content calendars and tracked performance to refine outreach.
- Developed and executed bilingual content strategies for public-facing federal campaigns.
- Supported audience growth and engagement with analytics-driven improvements.
- Oversaw media monitoring initiative.
- Scheduled English-language social media posts.
- Led content planning sessions.

*Position eliminated as part of the federal government's downsizing initiative.

Marketing Manager

Nov 2021 – Apr 2023 | Concord-Evolytics

- Led digital content strategy for B2B tech campaigns focused on analytics and data solutions.
- Wrote blog posts, whitepapers, press releases, and sales enablement collateral.
- Managed SEO, SEM, and paid media strategies to generate qualified leads.
- Directed multi-channel campaign execution and performance reporting.

Brand Marketing Manager

Aug 2020 – Apr 2021 | Shockey Consulting

- Directed rebranding initiative and refined organizational brand strategy.
- Developed new business content and multimedia assets for marketing and outreach.
- Wrote/edited miscellaneous deliverables.

Digital Content Writer

Jan 2018 – Aug 2020 | DEMDACO

- Produced product copy, ad campaigns, and SEO content across B2C/B2B platforms.
- Led content strategy for digital storytelling and new product launches.
- Supported media relations and internal communications initiatives.
- Participated in branding initiative and development of brand voice.

Communications and Engagement Manager

Dec 2015 – May 2017 | City of Merriam, Kansas

- Led internal and external communications, media outreach, and public engagement.
- Oversaw digital content, publications, and event messaging.
- Created executive messaging and crisis communication materials.

Public Information Officer

Jul 2013 – Dec 2015 | Johnson County, Kansas Government

- Managed digital and print communication strategies for county programs.
- Created executive messaging and crisis communication materials.
- Supported major web redesign and public awareness campaigns.

Education

University of Kansas — B.A., English-Creative Writing

Johnson County Community College — Certificate, Digital Marketing

Certifications

HubSpot Content Marketing Certified

StoryBrand Brand Messaging Certified