

## Andrew Graham

[awg514@yahoo.com](mailto:awg514@yahoo.com) | 913-244-6312 | Overland Park, Kansas | [LinkedIn](#) | [Portfolio](#)

### SUMMARY

---

Creative and results-driven marketing communications professional focused on data-driven digital marketing, brand storytelling, and strategic messaging. Experienced in developing impactful content, managing omnichannel campaigns, and driving audience engagement. Adept at leveraging digital marketing tools, SEO, analytics, social media, and branding to elevate visibility and engagement. Proven success in thought leadership, brand development, and strategic content programs.

### EXPERIENCE

---

#### *Analyticx LLC (Government Contractor for GSA), **Outreach & Digital Marketing Specialist***

*Apr 2023 - Present*

I deploy digital marketing, outreach, and content strategies for USA.gov and its various channels. I develop impactful messaging for email, social media, and web content. I leverage analytics to develop content strategies, optimize engagement, monitor media mentions, and support federal partnerships. I collaborate on bilingual campaigns and lead strategy sessions to enhance content planning and audience engagement. I also lead social media scheduling and listening.

#### *Concord-Evolvitycs, **Marketing Manager***

*Nov 2021 - Apr 2023*

Supported new business and lead generation initiatives. Developed thought leadership initiative, blog content, and marketing collateral. Managed social media, SEO, SEM, and Google Ads strategies. Created and managed digital lead procurement and nourishment campaigns. Measured results using analytics and CRM platforms. Produced webinars and collaborated with SMEs to develop engagement initiatives. Supported leadership communications.

#### *Contract Marketing Director*

*July 2021 – Oct. 2021*

Revamped website content and landing pages and led digital marketing efforts for a startup company. Managed paid media and content strategy, driving brand awareness and engagement.

#### *Shockey Consulting, **Brand Marketing Manager***

*Aug. 2020 – Apr. 2021*

Owned brand strategy, content development, and industry thought leadership. Led rebranding efforts, managed digital presence, developed new business materials, and pitched stories to the media.

#### *DEMDACO, **Digital Content Writer***

*Jan. 2018 – Aug. 2020*

Wrote and managed B2B/B2C content across digital and print platforms. Oversaw product launch content (including product descriptions for thousands of SKUs), developed email marketing campaigns, implemented SEO initiatives, and led brand messaging.

#### ***Freelance Marketing & Communications Consultant***

*May 2017 - Present*

Providing businesses, agencies, and government clients with expert marketing strategy, engaging SEO content, graphic design, and brand storytelling services.

#### *City of Merriam, KS, **Communications & Public Engagement Manager***

*Dec. 2015 - May 2017*

Led all public communications, crisis messaging, and media relations. Created internal and external communications strategies to enhance civic engagement. Developed content for digital and print channels. Advised and supported communications for leadership, including elected officials.

*Johnson County, KS Government, **Public Information Officer***

*July 2013 – Dec. 2015*

Managed media relations, digital communications, content strategy, and public education initiatives (including the county's quarterly publication) for a population of over 250,000 households. Oversaw branding and redevelopment of the county's website; produced web content, managed social media channels, and deployed policy communications. Supported leadership with communications, including presentations and speeches.

*Downtown Overland Park Partnership, **Marketing Director***

*2013*

*Mid-America Regional Council, **Public Affairs Coordinator***

*2007 – 2012*

*Mid-America Arts Alliance, **Communications Manager***

*2006 – 2007*

*Mid-America Regional Council, **Public Affairs Specialist***

*2002 - 2006*

## **EDUCATION**

---

*University of Kansas*

*BA • **English-Creative Writing***

*Johnson County Community College*

*Certificate • **Digital Marketing***

*Story Brand Academy*

*Graduate • **Don Miller's Story Brand Framework***

*HubSpot Academy*

*Certificate • **Content Marketing***

*Public Information Officer and Crisis Communication Training*

## **SKILLS**

---

Digital Marketing | Content Strategy & Development | Brand Growth | SEO | Analytics | Social Media | CRM  
Adobe Creative Suite | Microsoft Office | Google Apps | Google Analytics | AP Style | HubSpot | WordPress