

ANDY GRAHAM

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

WRITER AND STRATEGIC CONTENT LEADER

Writing | Brand Storytelling | Thought Leadership | Editing | Content Marketing | Story Brand Graduate

Innovative and creative business writer with extensive strategic messaging experience overseeing and managing thought leadership initiatives, integrated campaigns, branded content, internal communications, complex projects, and executive communications. Manages content flow to include copy writing and copy editing and ensures consistency across platforms. Communicates actionable messages to target audiences. Technical skills include marketing analytics, multimedia design, video production and scriptwriting, PPC, webinar production; brand storytelling; KPI management; social media strategy and management; web content strategy; research; project management. Builds strong relationships with senior leaders, subject matter experts, cross-functional teams, and other stakeholders. Develops engaging, creative, compelling, actionable, and keyword-optimized written content.

EXPERIENCE

EVOLYTICS

11/21 – Present

Marketing Manager & Copywriter

I support new business and sales efforts with brand storytelling deliverables that include white papers, case studies, blog posts, social media copy, web copy, webinars, and leadership messaging. I manage SEO, KPI reporting, web and marketing analytics, and in-depth marketplace research related to emerging technology, marketing best practices, and competitive landscape. Additional responsibilities include internal communications, event support and PR functions.

CONFIDENTIAL STARTUP BUSINESS

8/2021 – 10/2021

Marketing Manager and Writer

Brand development and content strategy; marketing writing; customer segmentation strategy—paid and organic campaign deployment. KPI definition.

SHOCKEY CONSULTING

8/2020 – 4/2021

Brand Marketing Manager

Developed branded content and managed content calendar for thought leadership initiative. Key duties: social media, multimedia presentations, branded marketing collateral, and articles for industry pubs. Oversaw rebranding, which included facilitating discovery sessions. Conducted industry research. Managed web development, video production; developed brand voice. Edited staff deliverables.

DEMDACO

1/2018 – 7/2020

Digital Marketing Content Writer

Developed B2B and B2C content for web, digital paid media, blogs, and print catalogs; managed creative content for email marketing campaigns; managed freelance writers for SKU descriptions prior to cycle launches. Executive communications; trade press content; media coverage reporting; SEO; organizational messaging. Developed brand voice and managed brand consistency across marketing content program.

FREELANCE WORK

5/2017 – 5/2018

Business Writing, News Reporting, Web Development, Government Communications Consulting

CITY OF MERRIAM, KANSAS**12/2015 – 5/2017****Communications and Public Engagement Manager**

Oversaw all internal and external communications, including media relations, crisis communications, social media, website content, quarterly publication, weekly e-newsletter, and community engagement; managed messaging and presentations to support city leadership on community development initiatives with blogs, media talking points, FAQ documents, and engagement events. Supported communications outreach for the city's first responders.

JOHNSON COUNTY, KANSAS GOVERNMENT**7/2013 – 12/2015****Public Information Officer**

Served as backup media liaison and emergency management public information officer for the County Manager's Office. Wrote and designed the county's quarterly publication with a circulation of 250,000 households. Developed brand conventions for 35 siloed departments; wrote, and managed brand standards and style guide. Managed social media for the county departments. Wrote constituent communications and public education content to support major policy initiatives. Managed an overhaul of the county's website. Wrote speeches for elected officials, leaders, and stakeholders.

DOWNTOWN OVERLAND PARK PARTNERSHIP**1/2013 – 7/2013****Marketing Director**

Developed and deployed a marketing plan to promote the Overland Park Farmers' Market. Pitched local media outlets and served as spokesperson. Daily writing, editing and design duties, which included a weekly e-newsletter. Oversaw organizational rebranding project. OP city communications liaison.

FREELANCE WORK**7/2012 – 1/2013**

Writing, Graphic Design and Public Information Campaign Management

MID-AMERICA REGIONAL COUNCIL (MARC)**10/2007 – 7/2012****Public Affairs Coordinator**

Worked with leaders across the Kansas City region to develop and execute public information campaigns. Coordinated communications planning, writing, graphic design, web development, television production, media relations, media buying and media events.

EDUCATION

Bachelor of Arts (BA) – English-Creative Writing – University of Kansas

ADDITIONAL INFORMATION

- Graduate of Don Miller's Story Brand Academy
- Northeast Johnson County Leadership Academy Graduate, 2017
 - Google Ads Certificate: Measurement, 2023

TECHNICAL SKILLS

WordPress | HubSpot | Google Analytics | Semrush | Asana | Big Commerce | AP Style
Google & Microsoft Ecosystems | Adobe Creative Cloud | Protocols | Bombora | SEO | HTML
Website Mgmt. | Chicago Manual of Style | Analytics | Google Data Studio | A/V | Video Editing
Contact Management and CRM Platforms | CMS Trouble Shooting | Google Ads