

Andrew Graham

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

Professional Summary

Creative and results-driven digital marketer, writer, and content strategist with a proven ability to increase audience engagement, foster brand growth, and generate leads through SEO-optimized content, social media, and data-driven campaigns. Skilled at transforming complex ideas into compelling messaging that builds brand trust and visibility.

Core Skills

- Digital Marketing Strategy
- Content Marketing & SEO
- Brand Storytelling
- Social Media Management
- Analytics & Reporting
- CRM & Marketing Automation
- Email Marketing
- WordPress, Google Ads, HubSpot

Professional Experience

Digital Marketing & Outreach Specialist, April 2023–April 2025

Contractor for U.S. General Services Administration (GSA) - USAGov (via Ad Hoc LLC from April 2023 – September 2024, and Analyticx LLC from October 2024 – April 2025)

- Develop and execute digital marketing campaigns for USAGov platforms.
- Write and manage content across email, social media, and web.
- Analyze performance data to refine strategy and boost engagement.
- Lead content planning, including bilingual campaigns and partnership initiatives.
- Average email delivery of 50k+ with open rates above 55% and CTR above 5% (high for industry average).

Marketing Manager, November 2021–April 2023

Concord-Evolytics

- Led SEO, SEM, and content strategy to generate B2B leads.
- Managed blog, social media, and thought leadership programs.
- Developed and optimized paid media, lead-gen campaigns, and email campaigns.

Marketing | Writing | Content Strategy | Design, May 2017–Present

Freelance

- Provide marketing content and strategy services.
- Create SEO-friendly content, websites, marketing collateral, and develop brand strategies.

Brand Marketing Manager, August 2020–April 2021**Shockey Consulting**

- Directed brand strategy and led a full digital rebranding initiative.
- Produced thought leadership content and new business materials.

Digital Content Writer, January 2018–August 2020**DEMDACO**

- Wrote product copy for thousands of SKUs and managed e-commerce content.
- Developed email campaigns, ad campaigns, and digital storytelling for product launches.
- Led content SEO improvements across B2B and B2C channels.

Communications & Public Engagement Manager, December 2015–May 2017**City of Merriam, Kansas**

- Managed all internal and external communications, including public engagement initiatives.
- Managed media relations and executive messaging.

Public Information Officer, July 2013 – December 2015**Johnson County, Kansas Government**

- Developed content for print and digital communications.
- Directed website redesign and public campaigns.
- Wrote communications for leadership.
- Media relations.

Education & Certifications

- University of Kansas — B.A., English-Creative Writing
- Johnson County Community College — Certificate, Digital Marketing
- HubSpot Academy — Certified in Content Marketing
- StoryBrand Academy — Certified in Brand Messaging Framework

Tools & Platforms

- Google Analytics
- HubSpot
- WordPress
- Adobe Creative Suite
- Microsoft Office
- Google Ads
- Hootsuite
- AP Style
- Trello
- Bombora