

ANDREW GRAHAM

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PROVEN MARKETING AND COMMUNICATIONS WRITER

Writing/Editing | Content Strategy | Digital Marketing | Analytics | Creative Copy

Innovative and creative marketing-communications professional with extensive strategic messaging experience. Highly skilled at developing impactful content, marketing collateral, digital assets, actionable and audience-focused messages, and compelling communications deliverables. Technical skills include writing and editing, creative copywriting, marketing analytics, SEO, blogging, managing social media accounts, managing websites, and campaign deployment. Successful at managing omnichannel campaigns, branding initiatives, complex projects, strategic content programs, events, internal communications, crisis communications, thought leadership initiatives, and performance measurement.

EDUCATION/TRAINING/ACCREDITATION

- Bachelor of Arts (BA) – English-Creative Writing, University of Kansas
- Digital Marketing Certificate, Johnson County Community College
- Northeast Johnson County Leadership Academy Graduate
- Graduate of Don Miller’s Story Brand Academy
- Google Ads Certificate: Performance Measurement
- Google Analytics Training
- HubSpot SEO Certificate
- Extensive Public Information Officer training
- Public Engagement Facilitator certificate

TECHNICAL SKILLS

- Professional writing and editing
- E-Newsletters/Print Newsletters
- Marketing emails
- Blogging
- Social media management (Facebook/X/Instagram/YouTube/LinkedIn)
- CRM platforms
- Google Business Apps | Google Ads | Google Analytics
- SEO/SEM
- AP Style/Chicago Manual of Style
- Federal Plain Language Guidelines
- Adobe Creative Suite
- Website development: WordPress and Drupal
- Graphic design and video editing
- Media relations and public outreach
- Internal communications

EXPERIENCE

Outreach and Digital Marketing Specialist (Government Contractor for GSA)

Cascades Technologies, LLC, An Ad Hoc Company, Washington, DC

April 2023 – Present

- Research and write emails to raise awareness of government benefits and services, health issues, consumer protection issues, partner initiatives, travel and immigration issues, and other topics.
- Research and write impactful social media posts and stories for Facebook, X, and Instagram.
- Identify content messages and topics by analyzing weekly search reports and channel performance reports.

- Research and write feature articles and blog posts.
- Participate in frequent strategy-focused USAGov Outreach team meetings.
- Promote agency partnerships with other federal agencies through marketing initiatives by developing messages for emails, social media messages, and other campaign content.
- Research and review weekly USAGov search results using Tableau Reader; monitor page performance and audience behavior using Google Analytics; leverage insights from weekly email and social media channel performance reports to optimize and adjust deliverables.
- Research new topic ideas for email and social media messaging content, features, and campaigns, using search reports, channel performance reports, and Adobe Trends.
- Monitor media channels for mentions of USAGov portfolio programs using the Cision platform, and report on monthly findings.
- Plan and develop bilingual campaigns via collaboration with Spanish-speaking team members.
- Develop and distribute campaign impact reports by collecting insights from analytics and researching results.
- Schedule weekly social media posts for USAGov channels (X/Facebook/Instagram).
- Host team planning and brainstorming meetings to guide strategy for editorial content calendar, facilitate conversations around channel performance metrics, and review search reports.

Marketing Manager

Concord-Evolytics, Parkville, Missouri

November 2021 – April 2023

- Wrote for blog posts, newsletters, white papers, proposals, social media, and advertising.
- Managed Facebook, Twitter, LinkedIn, and YouTube social media channels.
- Managed lead nourishment campaigns.
- Created graphic design deliverables using Adobe Creative Suite applications.
- Edited proposals and corporate communications from leadership using AP Style.
- Managed SEO/SEM initiative using SEMrush and Adobe Trends.
- Published a series of e-newsletters using HubSpot.
- Managed paid search and digital advertising initiatives using Google Ads and industry platforms.
- Tracked website performance using Adobe Analytics, Google Analytics, and Google Search Console.
- Managed integrated marketing campaigns targeting strategic audiences and new business prospects.
- Produced webinars related to data analytics best practices and emerging trends.
- Worked with subject matter experts on time-sensitive client requests.

Interim Marketing Director

Independent contractor for a confidential startup, Kansas City, Missouri

July 2021 – October 2021

- Wrote and edited content for social media, digital ad campaigns, case studies, and blog posts.
- Developed and executed a new marketing plan and brand strategy.
- Developed new website content using WordPress.
- Managed social media channels: Facebook, Twitter, LinkedIn, YouTube.
- Managed paid search and digital advertising campaigns using Google Ads.

Brand Marketing Manager

Shockey Consulting, Lenexa, Kansas

August 2020 – April 2021

- Managed branded content and content calendar for thought leadership initiative.
- Wrote articles for industry publications and newsletters.
- Managed Facebook, Twitter, LinkedIn, and YouTube social media accounts.
- Created multimedia presentations, new business, and marketing collateral.
- Oversaw rebranding: discovery sessions, competitive analysis, industry research, and brand voice.
- Participated in organizational networking activities.

Digital Content Writer

DEMDACO, Leawood, Kansas

January 2018 – August 2020

- Wrote B2B and B2C content for web, digital paid media, print ads, blogs, and print catalogs.
- Managed creative content and strategy for email marketing campaigns.
- Managed more than 1,500 SKU descriptions for products launched three times per year.
- Managed freelance writers for product descriptions before cycle launches.
- Managed print marketing initiative (copy and art direction) during product launch cycles.
- Oversaw creative development of seasonal email campaigns.
- Developed executive communications/presentations.
- Monitored retail trade press and all media coverage.
- Managed SEO/SEM initiative.
- Developed brand voice and oversaw brand consistency across marketing content programs.

Freelance Work

May 2016 – November 2021

Worked for diverse clients by providing traditional and digital marketing services: business writing, news reporting, creative copywriting, graphic design, web development, and government communications consulting.

Communications and Public Engagement Manager

City of Merriam, Kansas

December 2015 – May 2017

- Oversaw, wrote and edited all internal and external communications, including media relations, crisis communications, social media, website content, a quarterly publication, a weekly e-newsletter, and community engagement communications products.
- Managed, wrote, and edited all messaging and presentations to support city leadership on city policy initiatives, community development initiatives, and constituent communications, with blogs, media talking points, FAQ documents, and engagement events.
- Supported communications outreach for the city's first responders.
- Managed all public affairs and media relations initiatives and activities.

Public Information Officer

Johnson County, Kansas Government

July 2013 – December 2015

- Wrote, edited, and designed the county's quarterly publication with a circulation of 250,000 households.
- Served as backup media liaison, public affairs representative, and emergency management public information officer for the County Manager's Office.
- Developed brand conventions for 35 siloed departments; wrote, edited, and managed county government brand standards and style guide.
- Managed social media content for county departments.
- Wrote constituent communications and public education content to support policy initiatives.
- Managed an overhaul and redevelopment of the county's website.
- Wrote and edited speeches for elected officials, community leaders, and other stakeholders.
- Established and maintained relationships with the media and community liaisons.
- Developed and evaluated the effectiveness of communication plans.

Marketing Director

Downtown Overland Park Partnership

January 2013 – July 2013

- Developed and deployed a marketing plan to promote the Overland Park Farmers' Market and local business organization members.
- Pitched local media outlets and served as spokesperson.

- Developed communications products and community engagement content through writing, editing, and graphic design duties, which included a weekly e-newsletter.
- Oversaw organizational rebranding project.
- Local government communications liaison.

Freelance Public Education Specialist (for health dept. grant)

July 2012 – January 2013

- Graphic design and writing for local public education initiative funded by the CDC.

Public Affairs Coordinator

Mid-America Regional Council

October 2007 – July 2012

- Worked with government and community leaders across the Kansas City region to develop and execute public affairs initiatives.
- Writing, editing, and graphic design for public education campaigns funded by the EPA.
- Oversaw community engagement efforts for community initiatives across the Kansas City region.
- Led efforts to gauge the effectiveness of communications products and initiatives.
- Developed content for the agency's digital communications channels.
- Wrote and edited community engagement messages and talking points for elected officials.

Communications Manager

Mid-America Arts Alliance

July 2006 – October 2007

- Managed all communications for traveling art exhibitions and humanities exhibits for a six-state region, for the National Endowment for the Arts and National Endowment for the Humanities.
- Developed content for all communications and outreach products through writing, editing (Chicago Manual of Style), graphic design, media relations, print publication management, events, and media buying.
- Established and maintained effective relationships with the media and specialized groups.
- Developed and evaluated the effectiveness of communication plans.
- Advised senior-level staff on effective communications.
- Communicated both orally and in writing with external stakeholders such as state and local governments, media, community groups, congressional staff, and private citizens.

Public Affairs Specialist

Mid-America Regional Council

August 2002 – July 2006

- Worked with government and community leaders across the Kansas City region to develop and execute public affairs initiatives.
- Writing, editing, graphic design, web development, video and television production, media relations, media buying, and event planning for public education campaigns funded by federal agencies and nonprofit grants.
- Led efforts to gauge the effectiveness of communications products and initiatives.
- Wrote and edited community engagement messages and talking points for elected officials.
- Advised and consulted for community nonprofit groups and local government staff on communications and public affairs strategies and tactics.