

ANDY VARYU

Content &
Communications

PROFILE

I compose, edit, and plan deep content experiences with compassion for audiences and a sincere respect for experts and teams.

I am driven, outside the box,
exacting and fun.

PROUD OF

- 2020 Lifetime Achievement won for Dr. Rick Ludwig, Seattle Business magazine
- \$99,759 State Farm grant to start ITSCOOL
- Drescher Scholarship awarded for "high moral and intellectual stature"

PING ME

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[Resume for ATS](#)

RECENT EXPERIENCE

Communications Manager | Marketing

Pacific Medical Centers, 2018 to Present

Elevate, execute and oversee all aspects of writing, editing, content strategy, storytelling, brand voice, reputation management, public relations, CX & UX scripting, and technology user guides across seven agencies/vendors.

- Web traffic ↑ 140%, media impressions ↑ 190%, social engagement ↑ 1050%
- Revamp 5 ad campaigns, biannual newsletter, intranet & 2 weekly emails
- Lead COVID-19 messaging with 4 original articles, 6 webpages, PR strategy

Development Director

Habitat for Humanity SKC, 2010 to 2018

Grew in progressive roles through a merger and four CEOs, from a program manager, recruiting & overseeing 15 AmeriCorps and 2,000 volunteers, to the #2 fundraising role at this top-7-nationwide affiliate of the #1 nonprofit brand

- Increase corporate revenue ↑ 70%, including \$1M+ relationship
- Establish new in-kind-giving program, raising donations by 423%
- Create event scripts, whitepapers, funding proposals, displays & web copy

ACADEMICS

University of Washington

Digital Storytelling & Content Strategy, Certificate, 2015

Story structures & storyboarding, voice & tone, visual storytelling, social media, content audits, persona modeling, user journeys, channel mapping, A/B testing, workflow & content governance, KPIs, data journalism

Harvard Divinity School

Masters of Divinity pursued, 2005 to 2007

- 3.40 Cumulative GPA
- Cross-enrolled at Kennedy School for Government
- Withdrew for family medical reasons

Bard College

Multi-Disciplinary Studies, Bachelor of Arts, 1999

- 3.72 Cumulative GPA
- Concentration in Anthropology, Physics, and Religion
- Elected captain and president of Bard Rugby Football Club

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2

TOOLS

Adobe CS: Acrobat, InDesign, Illustrator, Photoshop; Apple iMovie, Pages, Preview; Microsoft Word, Excel, Powerpoint, Project; Google Analytics, Tableau; Splice, YouTube Studio; 37 Signals HighRise, Backpack; Audacity; Evernote; LiveStories; QuickBooks; SnapChat Lens Studio; Wordpress

TALENTS

Account management, Ad copy, Analytics, Budget management, Business analysis, B2B, B2C, Campaign management, Channel development, Collaboration, Content development, CMS, Content strategy, Corporate communications, CRM, Customer insight, Customer service scripting, CX, Direct marketing, Editing, Editorial, Emcee, Executive platforms, Executive profiles, Interviews, Marketing data analytics, Marketing slogans, Media, Messaging strategy, Opinion journalism, Partnerships, Program management, Proposal writing, Public relations, Research, Reputation management, Science writing, SMEs, Social media, Storyboarding, Speechwriting, Spokesperson, Taglines, UX writing, Web design, Visual storytelling

TRIVIA

I'm working on a comedy show
I row crew on the Duwamish River
I curate an annual music mix for friends
I once got lost at night in the Sahara desert

OTHER EXPERIENCE

Editor

KAA Writing, EssayEdge & Freelance, 2001 to 2017

- Proofread, line edit, heavy edit, or developmental edit 100+ projects
- Finalize books, business plans, theses, whitepapers, and journal articles
- Adhere to AP, APA, CMOS, or MLA on request; also wrote KAA style guide

Founder and Director

ITSCOOL, 2007 to 2010

- Develop business plan, \$100k grant, and \$400k funding proposal for launch
- Envision, design and deliver curriculum and marketing collateral
- Featured at United Nations and on NPR

Editor and Webmaster

Institute of Medicine, Psychology & Religion, 2005 to 2010

- Ghostwrite sections and prepare 10+ manuscripts for publication
- Code HTML and navigate CMS to maintain 2 websites

Creative Director (Contract)

MZInc. Media and Advertising, 2001

- Compose and design art and travel ads for international clients

TRAINING

Advanced Marketing Analytics Bootcamp

General Assembly, 2019

Undoing Institutional Racism

People's Institute Northwest, 2015