

CHRISTOPHER ANDREWS

COMMUNICATIONS / MARKETING / PUBLIC RELATIONS

CONTACT

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EDUCATION

Stony Brook University | 2008 - 2012
Bachelors of the Arts in Journalism

Focus on web journalism, with a multidisciplinary concentration on Diversity and American Society

EQUIPMENT

Nikon D7000

Nikon D300s

Various DSLR Cameras

PROFESSIONAL SKILLS

Microsoft Office Suite

WordPress

Cision PR Software

Google Suite

Slack

Adobe Photoshop

Final Cut Pro

Garage Band

FL Studio

REAPER

PORTFOLIO

<https://clearvoice.com/cv/ChristopherAndrews>

In addition, I use the Clearvoice platform to compile content for various high-end clients, conduct supplementary research on topics as needed, and ensure all content is SEO-friendly.

PROFILE

Communications expert with 8+ years of experience helping organizations write, edit, and proofread SEO-friendly content for multiple platforms. Contributed to a team that increased an organization's web traffic by over 500% from 2012-2018. Additional experience in content creation, and user support for a variety of audiences as part of a health system nationally ranked in 11 adult and 5 pediatric specialties, and a university ranked #9 nationally by US News and World Report

EXPERIENCE

CONTENT MODERATOR

Hinge | 2020 - 2021
(New York, NY)

- Reviewed ~400 user profiles per day in order to meet quota.
- Escalated sensitive user reports in a timely manner.
- Removed users violating Terms of Service.
- Surfaced and investigated user trends.

WRITER/EDITOR

Johns Hopkins University | 2019 - 2020
(Baltimore, MD)

- Created 30+ summary files for courses offered by all of JHU's academic departments.
- Edited all other additional summaries to ensure compliance with format guidelines.
- Distributed all individualized content to each JHU professor on short deadlines.

MARKETING AND COMMUNICATIONS ASSOCIATE

Mount Sinai Health System | 2013 - 2018
(New York, NY)

- Improved, curated, and edited daily and weekly institution-wide e-newsletters, and press releases that reached an audience of 38,000.
- Managed all interactions with different departments to assist with their promotion for nationally recognized events such as the Aspen Ideas Festival, and Sinai Innovations.
- Created and presented metrics documents that analyzed national, local, international press hits. These documents were presented to Mount Sinai leadership on a regular basis, and increased yearly reach to 82,000 readers by 2018 (up from 14,000 in 2012).
- Edited/posted bi-weekly Huffington Post, New York Daily News blog entries that featured high-profile doctors. Spearheaded an effort that grew readership of these entries by over 2,000 views per post.
- Compiled Weekly Roundups of press clips for a Board of Trustees that included notable businessman, investor Carl Icahn.
- Mentored multiple new hires on best practices in various content creation.

ADDITIONAL EXPERIENCE

CO-OWNER

Bear Street Collective | 2016 - Present
(New York, NY)

- Launched an eco-florist and indoor plant business that provides local plant products and florist services to clients in New York and Maryland.
- Through a mix of traditional and social media marketing and engagement, expand and interact with a diverse client-base.
- Manage "Plant Night" events, Farmer's Market table, various company appearances.
- Track all sales, inventory.
- Handle all wedding floral/succulent deliveries.

PRESS TEAM INTERN

The Mount Sinai Hospital | 2012 - 2013
(New York, NY)

- Created and distributed press lists.
- Shot and edited interviews and b-roll for video pieces featuring various Mount Sinai doctors, staff, and patients.
- Assisted Marketing Vice President and Media Director with newsletter compilation.

PROJECT VOLUNTEER

Students Helping Honduras | 2013 - 2018
(El Progreso, HN)

- Participate in an education-based service trips in Honduras with SHH; an organization working to alleviate poverty and violence in Honduras through youth empowerment and education.
- Provide physical labor on a school build site and participate in Educational instruction on international development and Honduras in the evening.
- Volunteer in the U.S. as a fundraiser and advocate at multiple events.
- Participated in multiple fundraising events including auctions, merchandise sales and benefit concerts.

STAFF WRITER

Stony Brook Independent | 2010 - 2012
(Stony Brook, NY)

- Wrote music reviews, feature stories, op-ed pieces and hard news stories for an audience of approximately 25,000.
- Produced video pieces for community and campus events to expand the publication's presence.