

Rory Andrews

Communications and Marketing Specialist



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Summary of Qualifications

Trained international Communications Specialist with experience in online marketing, content creation, and communications management. Excellent written and verbal skills and marketing technology competence from a Masters in English Education and career in Digital Marketing and Communications.

Professional Experience

Aug 2018 – Oct 2018

International Conference Planner · Unama'ki College · Membertou, Canada

- Created marketing material, delegate literature, and itineraries for international delegates for the Basque Mi'kmaq Unama'ki Conference.
- Planned and organized events for cultural exchanges throughout Cape Breton, as well as communicating itineraries and menus to delegates and stakeholders.

Sept 2016 – Mar 2018

Marketing and Communications Manager · Ubique Networks · Sydney, Canada

- Created the majority of marketing content, including writing, video, and web development.
- Used Facebook, Twitter, and YouTube analytics to monitor reach, growth, and engagement. Utilized Hootsuite to plan and schedule social media strategy.
- Integral to Conference planning including booth planning and communication, material creation, and tournament organization.

Nov 2015 – Sept 2016

Communications Specialist · Louisbourg Seafoods · North Sydney, Canada

- Wrote official communications and public relations pieces featured in the Cape Breton Post and Chronicle Herald.
- Promoted the SEA++ Competition through writing, presentation, and creating the website at www.seaplusplus.ca.

Nov 2014 – Sept 2016

Online Community Content Coordinator · lokol.me · Sydney, Canada

- Created and promoted written content using Facebook advertising, Reddit, and Twitter, garnering over 700k views, found at goCapeBreton.com.
- Acting Community Liaison, connecting with potential stakeholders and content creators to promote the new community platform.
- Led the build team to construct and seed content for future sights, as well as wrote the style guide for all instructional and promotional communication.

Feb 2013 – Mar 2014

Curriculum Design and Customer Support · Amplify Education · Alpharetta, USA

- Provided curriculum writers with feedback from classrooms that improved the tablet based digital curriculum design.
- Provided educators with detailed instructions regarding online assessments and digital instruction.
- Supported customer base, calling upon my extensive background in educational technology and classroom teaching.

June 2011 – July 2012

ESL Instructor · Shane English Beijing · Beijing, China

- Delivered language instruction in classroom environments and to corporate clients.
- Lead Corporate English trainer for EA Beijing (video game company communicating with American developers) and State Radio Engineering Labs.
- Provided guidance, analysis, and proof writing for college entrance applications. Students were accepted to Yale and Wharton Business Schools.

Oct 2010 – Sept 2012

Marketing Research Recruitment Specialist · Blue Sky Research · Atlanta, USA

- Recruited candidates for research marketing firms.
- Kept records of recruitment benchmarks and specifications, including candidate demographics and character summaries.
- Supported communications between research marketing firms and potential candidates and organized attendance at research events.

Aug 2007 – Apr 2011

Teaching Experience · Marietta, USA

- High School English Instructor at Campbell High School, Smyrna, USA
- Taught a variety of subjects, including SAT Prep and various English courses.
- Implemented classroom management strategies for grades 6-12.

Education & Technical Skills

May 2008

Grade 5 Georgia Teacher Certification in English and Special Education Instruction, Grades 6-12

May 2006 – May 2008

Masters in English Education from Georgia State University

August 2002 – December 2005

Bachelors in English Literature from Georgia State University

Microsoft Office Suite
Online Database Recordkeeping
Customer phone centre software including Salesforce

Related Experience

Local acting experience in +20 productions in Sydney, Nova Scotia
Accomplished online writer with articles accumulating over 700k views