

ANDREW DERBY

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PROFESSIONAL SUMMARY

Highly skilled copywriter, content developer, editor, and researcher with a decade of experience in marketing, storytelling, and online media. Expertise in crafting brand voice, exceeding editorial goals, and partnering on content strategy and creation in order to drive page views and audience engagement. Thrives in high-output and deadline-driven environments, while showcasing a natural flexibility across creative, business, and technical styles of writing.

SKILLS

- Short/Long-form Copywriting
- AP & Chicago Manual Style
- Editing and Proofreading
- Project Management
- B2B and B2C Marketing
- Microsoft Office Suite
- Corporate Communications
- Brand Management
- Script Writing
- Adobe Creative Suite

WORK HISTORY

Marketing Communications Manager / D'aprile Properties + Midwest Lending - Chicago, IL / 01.2016 - 12.2019

- Chief copywriter for D'aprile Properties and Midwest Lending Corporation; brought on to increase audience engagement across the Midwest and in 16 local markets, resulting in a dramatic increase in website engagement and social media following from 2014-2019.
- Established and executed a targeted industry recognition and PR program via press release, blog, and social media ad campaign; company was subsequently recognized by INC.com, RISMedia, Chicago Agent Magazine, and the Chicago Tribune as an industry leader.
- Collaborated with marketing team to produce unique and effective advertising and promotional materials which contributed to a 47 percent revenue increase from 2016-2019.
- Continually researched market trends in order to create

thoughtful and compelling written perspectives on real estate, mortgage lending, and the housing market, attracting more than 450 licensed industry professionals to the company through 2019.

- Creator and administrator of the company's philanthropic campaign, which has raised more than \$100,000 in fundraising contributions to local charities and community organizations over a three-year period.

Corporate Trainer / Mortgage Loan Originator / Midwest Lending
- Chicago, IL / 08.2014 - 12.2015

- Developed and led employee orientations and training sessions for new Loan Originators and Loan Processors, including one-on-one coaching sessions on use of online loan application systems.
- Held online and conference call training sessions to accommodate off-site employees and educate individual business owners with regards to better business practices, loan compliance, and personal print and online marketing.
- Oversaw social media and digital content strategy, including company blog, while acting as a proactive subject matter expert in social and digital media.
- Licensed Loan Originator in Illinois, Indiana, and Wisconsin, providing superior client service throughout the emotional and complicated home financing process.

Client Services Consultant / Metropolitan Life Insurance Co. -
Schaumburg, IL / 08.2006 - 06.2014

- Developed and maintained key client relationships in employee benefit programs for National Accounts division, representing customers with 25,000 or more employees.
- Collaborated with MetLife National Accounts Proposal Unit to provide written content for new and existing client employee benefit proposals for Group Life Insurance products.
- Training Officer, Business Communications and Etiquette: created and conducted presentations and working seminars on effective written corporate communication, including business proposals, product descriptions, business emails, and client text and instant message correspondence.
- Editor/Contributor, National Accounts Customer Unit Newsletter: editor and contributor for monthly interoffice

newsletter, distributed to more than 1,000 employees nationwide.

- Communications Officer, Employee Best Practices Committee: coordinated with Customer Unit team to communicate, organize, and implement new process roll-outs, company office functions, and local community charitable events.

EDUCATION

Indiana University Bloomington - Bloomington, IN / 12.2000
Bachelor of Arts: English

AFFILIATIONS

- Member, American Communication Association, 2018 to Current
- Associate Board Member, Bear Necessities Pediatric Cancer Foundation, 2016 to Current

INTERESTS

Screenwriting
Blogging
Film Critique
Photography