

Andrea Szyper

Strategic content, marketing, relationship building

EXPERIENCE

Communications Director, Untours 11/2014 – present

Plan and oversee company marketing: draft and execute a marketing plan
Set and follow annual editorial calendar for content across media
Edit, source, and generate all content for website, blog, newsletters
Drive company social media, increasing reach, engagement, and follows
Measurably effective email promotions to drive sales and web traffic
Design, write, and execute email marketing and automation
Develop and launch new products with colleagues and consultants
Collaborate with designers and printers for direct mail, including catalog
Hire and manage interns and freelancers
Work closely with developers on website revisions and redesign
Track trends in marketing, web, technology, and communication
Coordinate annual appeal and fundraising for the Untours Foundation
Lead B Corp certification and write annual benefit report

Philadelphia Blogger, Spotted by Locals 8/2015 - present

Research, write, and post short articles on Philadelphia sights
Collaborate with editors to update and promote posts

Freelance, Andrea Sz Communications 1/2015 - present

Write and copy edit for web and print
Manage website content and updates
Design and write email marketing campaigns

Communications Manager, Untours 8/2013 – 11/2014

Write and edit website, books, catalog, newsletter, and email campaigns
Manage updates and generate content for websites and blog
Source and edit/format images for website and publications
Write and circulate press releases to news outlets and bloggers
Standardize and brand company communications, create style sheets
Oversee updates of all client-facing publications, destination guidebooks
Audit & overhaul client communications and customer service
Revise client correspondence, adding call to action to boost conversions
Liaise with IT and program staff to improve customer journey
Design customer surveys and email campaigns

Co-director of Italian Programs, Untours 9/1997 – 8/2013

Research, develop, and run travel programs in Italy
Hire, monitor, and maintain communication with European staff
Find, inspect, and negotiate contracts for new vacation apartments
Oversee the updates of all client-facing publications
Research, write, edit, and maintain destination guidebooks
Write and maintain program web content, including photography
Write for catalog, newsletter, website, blog, press releases

More at andreasz-communications.com/about

CONTACT

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SKILLS

Email & Social

Infusionsoft, Mailchimp, Zoho, other CRMs and email marketing platforms, Facebook, Twitter, Instagram, YouTube, Hootsuite

Content

Writing, editing, image sourcing, SEO, print and web content, press releases, blogging

Web & Design

HTML, WordPress, Google Analytics, InDesign, Canva

Management & General

Collaboration, supervision, project management, managing freelancers & interns, Windows Suite, Slack, Google programs

ACCOMPLISHMENTS

Website traffic at Untours

Increased blog readership 144%
Improved clicks from marketing emails and ads by 34.3%
Reduced bounce rate by 25%

Placements in the Chicago Tribune & LA Times

Complete rebrand of Untours

Launch of new websites for Untours & Untours Foundation

Facebook ad campaign with 77-cent lead costs

EDUCATION

Marquette University

BA in Journalism