

Andrea Szyper

Soulful marketing, strategic content, relationship-building communication

EXPERIENCE

Digital Communications Associate, WHY? 12/2021 – present

Produce newsletters for various audiences
Write, copyedit, and proofread for Marketing and Membership
Brainstorm on marketing campaigns and promotions
Write landing pages and other content
Communicate WHY's values and value across platforms
Consult on Engaging Networks and assist other users
Report on email marketing campaigns
Assist with fundraising campaigns and membership drives

Communications Director, Untours 11/2014 – 3/2022 (part-time in 2022)

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
Execute measurably effective email promotions to drive sales and web traffic
Design, write, and execute email marketing and automation
Company rebrand and branding strategy
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 other fundraising for the Untours Foundation
Lead B Corp certification and 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
Write and circulate press releases to news outlets and bloggers
Standardize and brand company communications, create style sheets
Oversee updates of all client-facing print publications, destination guidebooks
Coordinate client communications and customer service correspondence
Revise client correspondence, adding clear call to action to boost conversions
Liaise with IT and program staff to improve customer journey
Design customer surveys and email campaigns

[Writing samples & more at andreasz-communications.com](http://andreasz-communications.com)

aszyper@gmail.com

Philadelphia, PA

EDUCATION

Marquette University

BA in Journalism

SKILLS

Email marketing

Engaging Networks, Infusionsoft, Zoho, MailChimp, others

Social media

Facebook, Twitter, Instagram

Content

Writing, editing, image sourcing, idea mapping & content production

Web

Content management, HTML, Google analytics, SEO

Management

Collaboration & consulting, project management, freelancers & interns

ACCOMPLISHMENTS

Increased blog readership 144%
Reduced site bounce rate by 25%

Placements in the Chicago Tribune & LA Times

Complete rebrand of Untours, including new website launch

OTHER EXPERIENCE

Italian Program Director, Untours
Proofreader, *Philadelphia Weekly*

Intern:

Home Magazine (New York)
Pittsburgh Magazine (Pittsburgh)
Art Muscle (Milwaukee)

ALSO...

I've been to 18 countries on 4 continents

I have been interviewed by Arthur Frommer and published in the Rough Guides

FULL RESUME on LinkedIn

References on request