

Andrea Szyper

Soulful marketing, strategic content, relationship-building communication

EXPERIENCE

Marketing Communications Specialist, WHY? 5/2022 – present

- Produce the organization's two largest weekly newsletters
- Edit sub-brand newsletters: Fresh Air, The Pulse, Radio Times
- Design and execute email pledge campaigns
- Manage email marketing for events, podcasts, and program launches
- Report on email marketing campaigns

Digital Communications Associate, WHY? 12/2021 – 5/2022

- 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

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
- 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
- Liaise with IT and program staff to improve online customer journey
- Revise client correspondence, adding clear call to action to boost conversions

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 Untours blog readership 144% and 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

I was interviewed by Arthur Frommer

I was published in the Rough Guides

Full resume on LinkedIn

Writing samples & portfolio on andreasz-communications.com