
ANDREW L. FRIEDMAN

7800 North Club Circle
Milwaukee, Wisconsin 53217
Mobile: 414.915.8575
andrewfriedman20@gmail.com

OBJECTIVE

To deliver innovative communications and marketing solutions by leveraging 12 years of multiplatform marketing, media outreach, content development, and project management experience across B2C, corporate, and non-profit spaces.

PROFESSIONAL MARKETING EXPERIENCE

3 HALF CONSULTING – Milwaukee, Wisconsin (2012 – Present)

STRATEGIC MARKETING AND COMMUNICATIONS CONSULTANT – Marketing, Public Relations, and Communications Firm

- Produce professional copy, creative, collateral, and digital content for corporate clients.
- Develop strategies to rebrand client businesses and reinvigorate B2C and B2B awareness using a full suite of digital marketing tools.

THE RITTERBUSCH GROUP – Milwaukee, Wisconsin (2010-2011)

GRADUATE INTERN – Marketing strategy and association management firm

- Drafted new strategic plan for industrial trade association.
- Authored articles for American Society of Golf Course Architects (ASGCA).
- Developed media relations plan for Science Technology Engineering and Math (S.T.E.M.) program for prominent philanthropic educational foundation.

GOLIN HARRIS – Washington, D.C. (2008)

MEDIA RELATIONS CONTRACTOR – Global public relations firm

- Facilitated media outreach for public affairs and health campaigns.
- Developed pitches and placed stories for major national anti-tobacco campaign.
- Booked national print media and television networks for Yahoo! News' election 2008 public opinion research releases.

FAIRWINDS PARTNERS, LLC – Washington, D.C. (2006 – 2007)

COMMUNICATIONS DIRECTOR – Internet strategy consulting firm

- Re-crafted corporate messaging and brand marketing strategy with managing partners.
- Authored weekly Strategic Advisory Briefings for Fortune 100 executives.
- Wrote and published monthly newsletters chronicling emerging interactive trends distributed to over 8,000 subscribers.
- Formulated media monitoring program, assembled and disseminated company-wide daily news reports.

COALITION AGAINST DOMAIN NAME ABUSE – Washington, D.C. (2006 – 2007)

COMMUNICATIONS DIRECTOR – Non-profit coalition (associated with FairWinds Partners)

- Crafted messaging for the launch of 501(c)(6) non-profit coalition of leading brands.
- Researched and analyzed corporate and legislative landscapes, briefing principals on policy formulation process.
- Created policy prospectus, strategy documents, and rollout plan.
- Represented Coalition in strategy meetings with potential members and senior policy counsel.
- Facilitated media outreach; arranged and managed interviews with national press.

CORPORATE EXECUTIVE BOARD – Washington, D.C. (2005 – 2006)

MARKETING ANALYST – CLC METRICS

- Designed and implemented marketing campaign to communicate the value proposition of CLC Metrics.

U.S. SENATOR EDWARD M. KENNEDY – Washington, D.C. (2004)

COMMUNICATIONS AND PRESS OFFICE

- Edited and communicated Senator's statements, media advisories and press releases.
- Assembled event briefing books and backgrounders for Senator and senior staff.

COMMITTEE ON THE JUDICIARY, SUBCOMMITTEE ON IMMIGRATION

- Researched/evaluated data relevant to nominees, homeland security, civil rights, and related issues.

EDUCATION AND EDUCATIONAL INTERNSHIPS

MBA **MARQUETTE UNIVERSITY** – Milwaukee, Wisconsin (2009 – 2011)

MASTERS OF BUSINESS ADMINISTRATION DEGREE - CONCENTRATION IN MARKETING.

- Focused on Strategic Brand Management, Integrated Marketing Communications, Economics, and Intellectual Property.
- Authored case study on the implementation of a federally compliant Electronic Health Records system (Epic) for a major hospital system in Southeastern Wisconsin.
- Relevant coursework included: Strategic Brand Management, Quantitative Marketing Research, Marketing Ethics, Corporate Strategy, Managerial Marketing, Consulting, and Statistics.

THE SECOND CITY – Chicago, Illinois (2010 – 2016)

GRADUATE OF THE ADVANCED COMEDY WRITING PROGRAM; PROFESSIONAL TELEVISION WRITING.

- Co-wrote, directed, shot and edited comedic web-series. Developed and wrote for topical/humorous twitter handle and tumblr feeds.
- Wrote, cast, and produced full-length sketch comedy show. Developed sketches, songs, and web content based on topical themes in popular culture and politics.

Intern **NATIONAL GEOSPATIAL-INTELLIGENCE AGENCY** – Washington, D.C. (2005)

AGENCY COORDINATOR INTERNSHIP - E2G STRATEGIC CONSULTING GROUP

- Led marketing campaign to develop brand awareness, target and attract recruits for National Geospatial-Intelligence Agency (NGA) at George Washington University.
- Developed original advertising concept and creative utilizing traditional and interactive media.

BA **BOSTON COLLEGE** - Chestnut Hill, Massachusetts (1998 – 2003)

BACHELOR OF ARTS DEGREE IN POLITICAL SCIENCE. CONCENTRATIONS IN INTERNATIONAL RELATIONS AND FILM.

- Selected as one of twenty Boston College students to participate in four-year Shaw Leadership Program.
- Named to the Boston College Emerging Leadership Program (one of fifty students).
- Event director of the Music Guild of Boston College.
- Teaching Assistant for Advanced Filmmaking.

White House **THE WHITE HOUSE** – Washington, D.C. (2000-2001)

Internship **WHITE HOUSE INTERN – OFFICE OF PRESIDENTIAL SCHEDULING AND ADVANCE**

- Coordinated field advance teams and assembled official mission plans for the President of the United States.
- Member of Presidential Advance team. S/Whiskey Bravo U.S. Govt. security clearance (expired).

PROFESSIONAL SKILLS

Copywriting and Editing, Media Relations, Corporate Communications, Publication Design, Brand Management, Internet Strategy, Intellectual Property, Crisis Communications, Social Media, Strategic Planning, Comedy Writing, Professional Television Writing.

TECHNICAL SKILLS

Adobe Photoshop, Adobe InDesign, Cision (media monitoring), ComScore, Mediamark Research & Intelligence, Lexis-Nexus, Photography, Video Production, Final Cut, Avid, Adobe After Effects, Google Analytics, GitHub, VS Code, Microsoft Office.

PROGRAMMING LANGUAGES & TECHNIQUES

JavaScript, jQuery, HTML5, CSS, JSON, node.js, bootstrap, flex-box, Google Places and Maps APIs.

INTERESTS Photography, screenwriting, filmmaking, playing the drums, the Science Channel.

AWARDS National Geospatial-Intelligence Agency Award of Excellence.
Family Feud champion.