

Andrew O. McLaughlin, PhD

Madison, WI | (815) 985-6768

aomclaughlin@gmail.com | <https://www.linkedin.com/in/andrewomclaughlin/>

DIGITAL COMMUNICATIONS STRATEGIST

Digital communications strategist, UX researcher, technical advisor, and US Army veteran with 14+ years of experience providing leadership during strategic communication campaigns, digital modernization projects, and helping executive leaders use data insights to make decisions. Proven track record of coordinating technical and non-technical teams to develop and execute comprehensive communication strategies that instill customer awareness and trust.

CAREER HIGHLIGHTS

- **Crisis communication leadership:** Served as communication strategist on interagency COVID-19 emergency management task force, tracking critical public health data to inform state leaders and the public.
- **Translating data into strategic narratives:** Produced performance reports to senior leadership on national Tips From Former Smokers ® campaign, using raw metrics to provide insights on ROI and campaign success.
- **Managed CDC.gov relaunch** for division, assigning work to 16 staff, developing SOPs, and facilitating decision points and cross-division collaboration with SMEs, senior leaders, and support staff, aligning strategies with mission and goals; built and maintained dashboards and workflow tools to track key metrics.
- **Conducted UX research** on highly trafficked internal and external web applications, including usability testing, discovery interviews, and surveys – Work supporting 160 staff, external researchers, and the public.
- **Outreach & Marketing Strategist:** Increased veteran employment program participation by 200% using audience segmentation techniques, event marketing, and new social media channels.

CORE COMPETENCIES

Strategic Communication Planning | Brand & Marketing Strategy | Data-driven Storytelling | Documentary Fieldwork | Project Management | Cross-functional Team Leadership | Social Media Management | UX Research & Design | SEO | Media & Public Relations | Stakeholder Consultation | Qualitative & Quantitative Mixed Methods Research | Conversion Rate Optimization | SOPs & Processes | Content Lifecycle Management | Accessibility Compliance | Content & Data Governance | Plain & Inclusive Language | Branding & Style Guides | Adobe Creative Cloud | KPI Analysis | Paid Media | Audience Segmentation

WORK EXPERIENCE

Senior Digital Strategist,
Atlanta, Georgia

Centers for Disease Control and Prevention
Aug. 2023-Present

- Supervised work of 16 cross-functional staff migrating 178 scientific web pages to new CMS, improving content, SEO, and accessibility with plain language, metadata tagging, taxonomy, HTML, responsive design.
- Led annual content review strategy, audits, optimization projects and information architecture strategy for 5 websites, 1,000+ digital assets, reducing volume by 40% in transition to new CMS.
- Led quality assurance of division tracking URL program and metrics reports for public health campaigns, analyzing KPIs across legacy media and new media platforms; presented findings at branch meetings.
- Executed comprehensive usability testing for web apps undergoing modernization, presented project updates with leadership. Frequently collaborated with enterprise IT and design teams.
- Coordinated with HHS on the digital promotion strategy for the 2024 Surgeon General's Report through targeted paid media campaigns (Meta, YouTube, Google Search).
- Participated in CDC-wide AI Community of Practice, managed use of division AI writing tools.

Communications Content Strategist,
Madison, Wisconsin

Wisconsin Department of Health Services
Dec. 2021-Aug. 2023

- Authored eight inter-agency crisis communications plans in collaboration with WI National Guard, WI Emergency Management, and Governor's Office, including talking points and data updates used in policy

- memos, press releases, media availabilities, and speeches to promote public health emergency strategy.
- Developed streamlined workflow apps based on Agile methodologies, working with SMEs and staff to publish 350+ scientific fact sheets and webpages, increasing efficiency 100%.
- Edited and tracked metrics of weekly newsletters to 60,000 recipients, average 50% open rate over 8 months.
- Consulted division teams, digital designers, and IT staff to develop data management, workflow, and new approval tracking tools using Microsoft Power Platform; conducted UX research to get input from 60+ staff.

Strategic Communication Instructor & Student Project Advisor,
Eugene, Oregon

University of Oregon
Sept. 2015-June 2021

- Directed 20+ student groups working with local non-profits to develop tailored, comprehensive media packages, including data-driven infographics, promotional videos, websites, and social media plans.
- Instructed courses on multimedia production, journalism, AP (Associated Press) Style, UX writing, copywriting, editing, branding, public relations, intellectual property, and digital licensing.
- Crafted course syllabi and daily lesson plans; evaluated assignments, conducted learning assessments, and provided detailed feedback to 100+ students annually; Created instructional content modules and facilitated communication through LMS.

Co-owner,
Chicago, Illinois

White Light Creatives Photography & Videography
Mar. 2013-Nov. 2015

- Directed company branding and social media launch; created and maintained website (WordPress, MySQL); managed photo/video client projects and contracts.
- Shot and edited wedding videos and photo packages; licensed music and published content online.

Veterans Career Coach & Marketing Strategist,
Chicago, Illinois

National Able Network
Nov. 2013-Aug. 2015

- Developed and executed comprehensive social media strategies across platforms (e.g., Facebook, Twitter, LinkedIn), resulting in a 200% increase in program enrollment and enhanced public engagement.
- Built strategic partnerships with 100+ corporate, government, NGO leaders to build referral pipeline.
- Led employment workshops for 500+ veterans annually, providing personalized coaching, referrals.
- Homeless Veterans Reintegration Program DOL grant: Provided case management record keeping.

EDUCATION

PhD, Media and Communication Studies, University of Oregon, Eugene, Oregon, 2023

Focus: Mixed methods research; presented at 11 national conferences and 26 guest lectures and workshops.

MA, Communication with College Pedagogy Option, Eastern Illinois University, Charleston, Illinois, 2013

BA, Communication, minor in Film Studies, Eastern Illinois University, Charleston, Illinois, 2010

Data Scientist & AI Engineer Associate certifications, DataCamp, New York, NY, expected October, 2025

TECHNICAL SKILLS

Project Management: Jira, Agile, Kanban, AirTable, Asana, Excel, Google Suite, Gap Analysis, B2B research

CMS/Web/UX: Product Design, WordPress, Copy.AI, HTML, CSS, Sitecore Drupal, SharePoint, Semrush, Siteimprove, Digital Asset Management (DAM), Power Automate, Accessibility (WCAG, Section 508), A/B testing, Figma; user journey mapping, touchpoint analysis; **Analytics:** Adobe Analytics, Google Search Console, Google Analytics (GA4), Customer Experience (CX), Power BI, Tableau, Smartsheet, Data Visualization, Dashboards; **Creative:** Adobe Creative Suite, Canva, Photography, Videography, GovD (Government Delivery, Granicus), Constant Contact, VisibleThread; **Social:** Meta, YouTube, X, Google Ads, Hootsuite, Meltwater

AWARDS & RECOGNITION (SELECTED)

Governor's Certificate of Recognition for work on the State of Wisconsin's COVID-19 response, 2022

Kappa Tau Alpha (Mass Communication and Journalism National Honors Society), 2020

Lokey Summer Research Scholarship, 2018

Graduate Research Showcase – A Soldier's Home documentary, Eastern Illinois University, 2013

Army Commendation Medal, United States Army, 2006