

ANDREW BRENNFOERDER

online version of this resume: andrewb.netlify.app

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OVERVIEW

- Digital content marketer | SEO | Data analyst
- B.S. Biochemistry / MBA Business Analytics
- Seeking role in business management, business analyst, marketing, and leadership development program

SKILLS

- Search engine optimization: SEMrush, Ahrefs, Google analytics, search console, keyword planner
- Data & business analytics: R/SQL/Excel
- Web development: Wordpress/Headless CMS/Github/CSS/HTML

EXPERIENCE

Head of Growth Strategy & Marketing | Founding Member

May 2021 - Present

Shared Homies | sharedhomies.com

Seoul, Korea

Shared Homies is a real estate startup that aims to increase accessibility to shared housing and democratize the landlord industry.

- Lead aggressive SEO growth campaign featuring English content focused on shared housing, lifestyle, real estate, and travel.
- Manage content team and interns. Teach SEO best practices to writers. Oversee core content and brand strategy.
- Build relevancy and trust in a community-focused marketing campaign.
- Create data-intensive press materials for outreach, onboarding, and fundraising. Monitor and report metrics to founding team.

Head of Strategic Planning

Jan 2021 - Present

KOMMON | kommon.site

Seoul, Korea

KOMMON is a newsletter marketing startup that delivers engaging content on Korean news, culture, events, and trends.

- Develop a long-term strategic growth plan to increase readership and provide a platform for monetization.
- SEO competitor and keyword research to inform content/social media team. Marketing research to inform content decisions.
- Spearhead site redesign to create dual content platform (newsletter and blog).
- Predictive analytics: use R to create classification models to optimize future outreach/marketing to subscribers.
- Outreach to affiliate partners and advertisers for monetization.

Digital Content Marketing & SEO Specialist

June 2019 - Present

Wordvice | wordvice.com

Seoul, Korea

- Analyze and benchmark industry competitors, develop proprietary content and outreach strategies, implement strategy and onboard content team, report progress and adhere to KPIs/OKRs.
- Backlink building, competitor benchmarking and analysis of content and backlinks, keyword and topic research, technical site audit, partnership/affiliate outreach, data analysis/sorting/visualization/reporting.
- Manage and create content for English language social media channels.

Key Achievements:

- Achieved Google rankings for 75.6k total keywords, 2,836 keywords in top 10 SERPs.
- Increased site traffic from 55k to 114.7k monthly organic traffic from June 2020-2021.
- Acquired 51.8k backlinks from institutional, .edu, B2B, and industry-leading science journals.
- Forged partnerships with Magoosh, local research institutions, and universities.
- Spearheaded complete social media redesign and created shareable content/asset workflow.

Editor Program Manager

Sep 2015 – Jan 2020

Senior Science Editor

June 2012 – Jan 2020

Nurisco Academic Consulting | nurisco.net

Dallas TX & Seoul, Korea

- Oversaw editing of scientific research articles written by PhD/professors to be published in international, academic journals.
- Project/Talent management: Assigned workflows to editors. Performed QA of editors. Assigned and maintained deadlines.
- Account management/Client retention: Developed and maintained relationships with clients. Ensured client satisfaction.
- Lead generation: Outreach, sales & networking to develop professor relationships well as editing talent.
- Human Resources: Recruited PhD professors/researchers as expert editors.

Key Achievements:

- Negotiation: Established institutional (universities, hospitals, research) partnerships
- Edited over 8,000 articles & manuscripts.
- Increased client retention across editor team 2.5x.
- Project timeline: Created proprietary workflow for manuscript editing from client -> editor -> client. Created a monitoring framework for editors

EDUCATION

University of Nebraska-Lincoln | Master of Business Administration

Dec 2021

- GPA: 3.95/4.0
- Business Analytics Certificate
- Marketing Specialization

University of Iowa | PhD in Molecular Biology (Not Finished)

2006-2009

- GPA: 3.69/4.0
- Full graduate stipend
- Studied thrombocytopenia with Dr. David Motto

University of Nebraska-Lincoln | Master of Business Administration

Dec 2021

- GPA: 3.97/4.0
- *Phi Beta Kappa*, Summa Cum Laude, UNL Honors Program, 4-year academic scholarship

PROJECTS

Founder | Han Gang Media & SEO consulting | hangangmagazine.com

Han Gang Magazine is a data-driven blog about culture, lifestyle, finance, experience, and business in Korea.

Partner | SekkiDeul YouTube | sekkiduel.hangangmagazine.com

SekkiDeul YouTube aims to deliver actionable, educational videos on personal finance, investments, banking, and money management for foreigners living in Korea.

PUBLICATIONS

Academic Journal Articles

- Schwekendiek, D. (2018). Biological living standards in North Korea as reflected in famine to post-famine trends in birthweight, 1998–2009. *HOMO*, 69(5), 266–272. <https://doi.org/10.1016/j.jchb.2018.08.005>. Ed Brennfoerder, A.
- Schwekendiek, D. (2017). Longevity in North Korea and South Korea: Prevalence of Centenarians in one of the poorest and richest nations. *Journal of Biosocial Science*, 50(2), 244–253. <https://doi.org/10.1017/s0021932017000153>. Ed Brennfoerder, A.
- Schwekendiek, D. J. (2017). Growth status of Korean orphans raised in the affluent West: anthropometric trend, multivariate determinants, and descriptive comparison with their North and South Korean peers. *Anthropologischer Anzeiger*, 74(1), 57–63. <https://doi.org/10.1127/anthranz/2017/0678>. Ed Brennfoerder, A.

Books

- Schwekendiek, D. J., & Brennfoerder, A. (2014). *The Data Atlas of South Korea: Demography, Society, Economic Activity* (First ed.). Seoul, Korea: Jimoondang.
- Schwekendiek, D. J. (2016). *South Korea: A Socioeconomic Overview from the Past to Present (Asian Studies)*. (A. Brennfoerder, Ed.) (1st ed.). London, UK: Routledge.
- Schwekendiek, D. (2011). *A Socioeconomic History of North Korea*. (A. Brennfoerder, Ed.). NC, US: McFarland.

REFERENCES

Andrew Dennis Till

General Manager of Automotive | Trustsonic

Board Member | Amantya Technologies

Former Senior Director of Apps | Motorola

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