



ANDREW BRENNFOERDER

DIGITAL MARKETER | SEO | ACADEMIC CONSULTANT
MBA 2021 | SEEKING MANAGEMENT & LDP ROLE

CAREER



/ PROFILE | SKILLS

- > MBA class 2021 | B.S. Biochemistry
- > Digital & Content Marketing | SEO | Data & Business Analytics
- > 10 years of work experience in marketing, client-side onboarding, and academic research consulting

SEO

- > SEMrush, Ahrefs, Google Analytics, Search Console
- > On/Off-Page SEO, Link building, Keyword & Competitor research

Business & Data

- > Analysis: Excel, SQL, R language
- > Visualization: Datawrapper, Tableau, R ggplot2, Plotly, Shiny
- > Academic research consulting
- > Research writing, editing & proofreading

Digital Marketing

- > Marketing funnel: Campaign design, lead generation, qualification, outreach, conversion

Content Marketing

- > SurferSEO, Frase, MarketMuse, GPT-3
- > Newsletter content & management
- > 4 product launch content campaigns

Web Design & Development

- > Wordpress, Shopify, Wix, Webflow
- > Headless CMS
- > Landing Pages: Unbounce, Instapage

Social Media & Graphics

- > Social media automation: Hootsuite
- > Graphics & design
- > Engagement & lead campaigns

/ CERTIFICATIONS

- > 10 SEMrush Academy Certificates
- > LinkedIn Assessments: Excel, SEO, Wordpress

/ CONTACT

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- Seoul, Korea | Dallas, TX, USA

/ CAREER EXPERIENCE

Digital Marketing Strategy & SEO Manager

Wordvice | <https://wordvice.com> | Seoul, Korea

June 2019 - Present

Key tasks:

- > Complete development of Wordvice's online/digital marketing presence
- > SEO: Backlink building, competitor benchmarking/analysis, keyword/topic research, site auditing, content strategy, partnership/outreach, technical SEO, data analysis & monthly reporting
- > Content: Assign tasks and manage content writers. SEO content optimization.
- > Social media: Design & execute social campaigns
- > Marketing: Campaign development, & landing page design, lead generation

Notable achievements:

- > Achieved >100 top 10 Google SERP positions for industry keywords/phrases
- > Developed complete marketing strategies for multiple product launches
- > Earned high-domain authority backlinks from institutional, .edu & B2B sources

Senior Biology Editor | Project Manager | Client Accounts

Nurisco | <https://nurisco.net> | Dallas, TX & Seoul, Korea

2010-2012 Editor | 2012-2015 Senior Biology Editor | 2015-2020 Project Manager & Client Accounts

Key tasks:

- > Edit scientific research articles written by PhD/professors
- > Project/Talent management: Create, monitor & assign workflows to editors.
- > QA of editors. Assign and maintain deadlines
- > Account management, Client retention, Competitor insights.
- > Lead generation: outreach, sales & networking to develop professor relationships well as editing talent

Notable achievements:

- > Negotiation: Established partnerships with universities, hospitals, and research institutions
- > Edited over 10,000 articles & manuscripts.
- > Created efficient editing workflow - Increased throughput time 2.2x
- > Created monitoring & feedback framework for editor quality & recall reduction

Freelance Digital Marketing, Content & SEO Projects

KOMMON Newsletter | <https://kommon.site>

Han Gang Magazine | <https://hangangmagazine.com>

Sekki Deul Youtube | <https://sekkideul.hangangmagazine.com>

Shared Homies | <https://sharedhomies.com>

- > **KOMMON** newsletter aims to introduce Korean culture, news, events & language to a non-Korean audience in a easily consumable format
- > **Han Gang Magazine** is a lifestyle, culture & data reporting blog covering Korea
- > **Sekki Deul Youtube** is a personal finance & investment Youtube channel for foreigners living in Korea
- > **Shared Homies** is a shared housing startup in Seoul that aims to democratize the landlord / shared housing industry across Asia

Freelance Academic Consultant & Editor

- > Collaborated with professors to publish academic journal articles & three book-length works
- > **See Page 2 for Publication List**

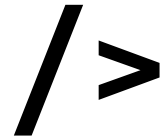


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EDUCATION

PUBLICATIONS



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/ EDUCATION

University of Nebraska-Lincoln

Master of Business Administration - 2021

- > **GPA 3.95**
- > Business Analytics Certificate
- > Marketing Specialization

University of Iowa

PhD Molecular and Cellular Biology - 2006-2009 - Unfinished

- > **GPA 3.69**
- > Research in Thrombotic thrombocytopenic purpura
- > Matriculated for 3 years - Career change to Korea

University of Nebraska-Lincoln

B.S. Biochemistry - 2006

- > **GPA 3.97**
- > Phi Beta Kappa
- > Summa cum laude
- > UNL Honors Program
- > 4-year academic scholarship

/ NOTABLE PUBLICATIONS

Academic Journal Articles

- > Homo - Journal of Comparative Human Biology (2018) - Biological Living Standards in North Korea as Reflected in Famine to Post-famine Trends in Birthweight, (1998-2009)
- > Journal of Bioscience (2018) - Longevity in North Korea and South Korea: Prevalence of Centenarians in One of the Poorest and One of the Richest Nations
- > Journal of Biological and Clinical Anthropology (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

Books

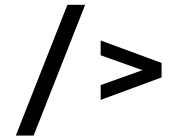
- > South Korea: A Socioeconomic Overview from Past to Present - Routledge (2016) - ISBN: 141286397X
- > The Data Atlas of South Korea: Demography, Society, Economic Activity - Jimoondang (2014) - ISBN: 8962971615 - (<https://www.amzn.com/8962971615>)
- > A Socioeconomic History of North Korea - McFarland (2011) - ISBN: 0786463449







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/ REFERENCES




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Board Member | Amantya Technologies
Founding Partner | Q Advisors
Former VP Marketing | Harman International
Former Senior Director of Apps | Motorola

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