

# ANDREW BRENNFOERDER

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## OVERVIEW

- B.S. Biochemistry | MBA Business Analytics (Dec 2021)
- 3 years - digital marketing | SEO | web development
- 10 years - business development | account management | sales & partnerships
- 5 years - freelance copywriter/editor with multiple book publications

## SKILLS

- Korean language - intermediate
- Search engine optimization: SEMrush, Ahrefs, Screaming Frog, Google analytics, etc.
- Data & business analytics: R/SQL/Excel
- Web development: Wordpress/Headless CMS/ Github/CSS/HTML

## COMPANIES

### Digital Content Marketing & Search Engine Optimization Specialist

2019 - Present

Wordvice | [wordvice.com](https://wordvice.com)

Dallas TX & Seoul, Korea

- **Role:** Technical and on-page SEO, digital and content marketing, partner outreach, front-end web development
  - Developed proprietary content, keyword, and outreach strategies with conversions as the main goal
- Competitive analysis - Benchmarked competitors' content, keywords, backlinks, and business intent/strategy
- Technical - Analyzed and made recommendations for technical site and SEO improvements; Added Schema JSON markup; Optimized for featured snippets; Robots.xml; Responsive design; Google Search Console and Analytics views
- Strategy - Developed content strategy to accompany key product (<https://wordvice.ai>; citation generator) launches
- Blog - Keyword and topic research, backlink building,
- Collaboration - Worked closely with dev, sales, and product management members
- Reporting - Adhered to and reported KPIs to CEO in weekly meetings

#### Achievements:

- SEO profile: 75.6k total ranked keywords; 2,836 keywords in top 10 SERPs
- Increased site traffic from 55k to 114.7k monthly organic traffic from June 2020-2021
- Earned high domain authority backlinks from institutional, .edu, B2B, and industry-leading science journal sources
- Forged affiliate partnerships with Magoosh, local research institutions, hospitals, and universities
- Spearheaded restructuring of content into silo structure plus CMS upgrade and redesign ([blog.wordvice.com](https://blog.wordvice.com)) by getting feedback and buy-in from Content, Design, and Dev teams, resulting in CEO approval
- Spearheaded creation of ticket support/task system in Notion for the Dev team
- Implemented Zapier automations for email marketing, notifications, records, and team task coordination

### Account Manager | Business Development | Sales & Partnerships

2017 – 2019

Nurisco Academic Consulting | [nurisco.net](https://nurisco.net)

Dallas TX & Seoul, Korea

- **Role:** Maintained client relationships, supported and managed daily sales tasks, implemented internal organizational tools
  - Responsible for reporting key information and providing support to Korean owner
- Business Development - Identified and developed new partners, clients, product niches, and opportunities
- Onboarding - Met with clients to explain services; served as native English speaker representative
- Sales - Executed sales strategies, mediated feedback and informed owner of key developments.
- Performance Management - Made recommendations about client lifetime value | selection and termination of clients
- Lead generation - Two-sided in-person and digital outreach to both clients and editing talent
- Marketing - Email marketing and follow-ups
- Automation - Designed and developed automations for email marketing, notifications, records, and team task coordination
- Culture - Interacted with clients according to Korean cultural norms
- Negotiation - Established institutional (universities, hospitals, research) partnerships

## Program & Editor Manager

2015 – 2017

- **Role:** Manage entire editing service workflow from initial onboarded client to editor to delivered product
  - Technical training of editors to ensure product quality – led internal seminars and video calls
  - Cultural training and education regarding Korean culture and expectations
- Human Resources - Developed editor recruitment program. Classified and matched editors with specific clients
- Task Management - Assigned and oversaw workflow and scheduling for editors. Maintained tight deadlines.
- Quality Assurance - Developed, checked, and maintained editing quality standards
- Client Support - Interface with clients to ensure satisfaction, follow-up on sales/program inquiries from clients
- Internal Support - Communicated client intent and requirements to editors
- Team Coordination - Worked closely with sales agent to validate the appropriateness of clients versus editors
- Documentation - Developed internal wiki/documentation system for editors and client support

## Senior Science Editor

2012 – 2015

## Science Editor

2009 – 2012

- Edited scientific research articles written by researchers/professors to be published in international, academic journals
- Acted as native English speaker liaison/representative between editors and Korean-speaking clients
- Edited thousands of articles & manuscripts.

## Graduate Research Associate | Molecular Biology

2006-2009

## University of Iowa

Iowa City, IA

- Studied thrombocytopenia and Von Willebrand factor's role in blood clotting with Dr. David Motto

## STARTUPS

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## Head of Growth Strategy & Marketing | Co-Founder

May 2021 - Present

## Shared Homies | [sharedhomies.com](https://sharedhomies.com)

Seoul, Korea

Shared Homies is a real estate startup that aims to increase accessibility to shared housing across Asia

- Built entire website and platform, develop backend automations, implement and design email marketing strategy
- Created database for storing tenants, operators, leads, partners, and house inventory

## SEO Consultant

Jan 2021 - Present

## KOMMON | [kommon.site](https://kommon.site)

Seoul, Korea

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

- Spearheaded site redesign to create dual content platform (newsletter and blog)
- Analyzed subscriber data and create models to optimize future outreach/marketing to subscribers

## EDUCATION

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## University of Nebraska-Lincoln | Master of Business Administration

Dec 2021

- GPA: 3.95/4.0
- Business Analytics certificate

## University of Iowa | PhD candidate (All But Dissertation) Molecular Biology

2006-2009

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

## University of Nebraska-Lincoln | B.S. Biochemistry

Dec 2021

- GPA: 3.99/4.0
- *Phi Beta Kappa*, Summa Cum Laude, UNL Honors Program, 4-year academic scholarship

## PROJECTS

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**Han Gang Media & SEO consulting** | [hangangmagazine.com](http://hangangmagazine.com)

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

**SekkiDeul YouTube** | [sekkiduel.hangangmagazine.com](http://sekkiduel.hangangmagazine.com)

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

## EDITOR PUBLICATIONS

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### 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>.
- 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>.
- 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>.

### 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 AVAILABLE UPON REQUEST