ANDREW BRENNFOERDER

us +1-940-489-2111 | ko +82-10-2359-1532 ● andrewbrennfoerder@gmail.com ● portfolio*:* https://andrewb.netlify.app

OVERVIEW	SKILLS & PLATFORMS

- **B.S. Biochemistry | MBA Business Analytics**
- Data Analytics, Business Intelligence, Data Visualization
- ERP: User Accept Testing, Design/Solutioning, Implementation, Go-Live & Hypercare
- Digital marketing | SEO | Web Development
- Business Development | Account Management | Sales
- Multiple Book Publications as Science Editor

- ERP: Oracle NetSuite
- iPaaS: Boomi, Celigo
- Data: R, SQL, Excel, Data Studio, Tableau, PowerBI
- Dev: CSS/HTML, FreeMarker, BFO, Azure DevOps, Headless CMS, JAMstack
- SEO: SEMrush, Ahrefs, Google Analytics, BridghtEdge

EXPERIENCE

Consultant
2021 - Present

LIDD Supply Chain Consultants | lidd.com   Seoul, Korea

- ERP implementation consultant for supply chain / logistics firm with strategy, technology, and design practices; focus on consumer goods and food and beverage clients. Managed client engagements from discovery to go-live to hypercare.
- Implemented and deployed ERP solutions integrating unique industry business and management processes, regulatory requirements, and other business requirements
- Client focus - Participated in discovery and requirements gathering workshops. Advised clients on standard ERP functionality and standard practices. Led User Acceptance Testing, Systems Interface Testing, and End User Training
- Documentation - Drafted requirements and user story documents to collaborate with and support SuiteScript development
- Hypercare – Supported clients post-Go-Live using ticket-based Zendesk
- Solution Design – Fit/gap analysis and translation of business requirements into technical features. Designed and implemented custom solutions to meet client requirements
- Team - Collaboration with directors, project leads, engagement managers, and other consultants
- Project Management - Stand-ups, planning, change control, knowledge transfer. AGILE framework using Azure DevOps
- Participated in 10+ Go Lives for global food and beverage and cosmetic brands
- Promoted from Analyst to Consultant after first 4 months
- Planned & led booth at Korea Packaging & Materials Conference in Seoul, 2022

Digital Content Marketing & Search Engine Optimization Specialist
2019 - Present

Wordvice | wordvice.com   Seoul, Korea

- 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, keyword topic research, 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
- Reporting - Adhered to and reported KPIs to CEO in weekly meetings
- SEO profile: 75.6k total ranked keywords; 2,836 keywords in top 10 SERPs
- Content dominates hundreds of top keywords for "graduate school", "essay writing", "editing", "proofreading", and more
- Increased site traffic from 55k to 114.7k monthly organic traffic from June 2020-2021
- Spearheaded restructuring of content into silo structure plus CMS upgrade and redesign (blog.wordvice.com) by getting feedback and buy-in from Content, Design, and Dev teams, resulting in CEO approval

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Account Manager | Business Development | Sales & Partnerships 2017 – 2019
Nurisco Academic Consulting | nurisco.net Dallas TX
- Maintained client relationships, supported and managed daily sales tasks, implemented internal organizational tools
- Business Development - Identified and developed new partners, clients, product niches, and opportunities
- Sales & Onboarding - Met with clients to explain services; executed sales strategies
- Performance Management – Analyzed and made recommendations about client lifetime value
- Lead generation - Two-sided in-person and digital outreach to both clients and editing talent
- Automation - Designed and developed automations for email marketing, notifications, records, and team task coordination
- Negotiation - Established institutional (universities, hospitals, research) partnerships

Program & Editor Manager 2015 – 2017
- Managed 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.

EDUCATION

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 2006
- GPA: 3.99/4.0
- *Phi Beta Kappa*, Summa Cum Laude, UNL Honors Program, 4-year academic scholarship

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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.
- 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. (https://www.amazon.com/Data-Atlas-South-Korea-Demography/dp/8962971615)
- 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.

PERSONAL PROJECTS & FREELANCE

Shared Homies | Co-founder, Web Dev, Business Operations | 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

KOMMON | Web Dev & SEO | https://kommon.site   Seoul, Korea

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

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

Ara Tax: Accountants & Advisors | Web Dev & SEO | https://aratax.net   Seoul, Korea

Ara Tax is a tax consultancy firm that provides bookkeeping, corporate/public audit, foreign compliance, and individual business tax services

- Built entire website. Advised on SEO and content marketing

Han Gang Media & SEO Consulting | https://hangangmagazine.com   Seoul, Korea

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