

ANDREW LEWELLEN

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CONTENT STRATEGIST and WRITER with ten years of experience helping companies develop compelling content to achieve their business and communication goals.

SUMMARY OF QUALIFICATIONS

- Combine communication, technical, and management skills to develop effective and compelling content.
- Experienced executing content strategies and writing copy for large-scale web-site redesigns, email and social media engagement campaigns, targeted marketing projects, and mobile apps.
- Incorporate Content Briefs, Content Audits, Content Matrices, Taxonomies, Publishing Workflows, Editorial Style Guides, Social Media strategy, and SEO plans into content plans.
- Possess a Masters of Fine Arts in Creative Writing.

PROFESSIONAL EXPERIENCE

FREELANCE CONTENT STRATEGIST & WRITER

May 2012 - Current
Los Angeles, CA

- Partnered with top agencies including Razorfish, POSSIBLE, Critical Mass, and PHENOMENON.
- Lead Content Strategy projects on website redesigns and other digital initiatives for companies including Acura, Hewlett-Packard, Harley-Davidson, Petco, Behr Paint, and Cornell University.
- Directed content strategy project for Acura's 2016 launch of its new homepage and model landing pages.
- Created email and social media campaign to help Cornell University reach its goal of raising \$7 on its inaugural Giving Day in 2014.
- Wrote copy for Landing Pages, Homepages, Marketing Emails, and eBooks.

SR. CONTENT STRATEGIST HUGE

April 2011-May 2012
Los Angeles, CA

A full-service interactive agency that specializes in building digitally-driven businesses.

- Served as Content Strategy Lead on projects for National Geographic, American Student Assistance, and Gemological Institute of America.
- Led Content Strategy effort—from discovery to launch—for ASA's new membership site, saltmoney.org.
- Managed junior Content Strategists; presented Content Strategy deliverables to clients and educated them about the role of Content Strategy.

CONTENT STRATEGIST RAZORFISH

December 2009-April 2011
Chicago, IL

An Interactive Agency that helps companies build great brands and engaging experiences for consumers anywhere in the digital world.

- Developed Content Strategies for the digital properties of a leading insurance corporation to increase online quote completion, customer retention and acquisition, and social engagement.
 - Helped transform the client's Learning Center into an online community; Directed an effort to revise 250+ articles in the Learning Center to be more engaging, dynamic, and relevant.
 - Wrote copy and created UX design for the product pages in client's online homeowners quote process, an effort which helped increase their quote completion and purchases by as much as 16%.
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FREELANCE CONTENT STRATEGIST
TRINSIC INTERACTIVE

February 2009-August 2009

A Chicago-based Boutique Agency that provides clients with streamlined interactive services.

- Created Content Audit and Gap Analysis for the National Association of Realtors website, Realtor.org, to define a strategy for reducing International content by 50%.
- Developed creative concept and copy for Abbot Diabetes Care Banner Ad and Landing Page to generate 128,000 conversions to Abbot product.

WHITTMANHART INTERACTIVE

Webby Award-winning Interactive Design Agency that creates user-friendly solutions for clients.

- Led Content Strategy effort for Harley Davidson Model Year 10, a rebuilding of the twenty-six international Harley Davidson websites to showcase the 2010 Motorcycles.
- Worked with Creative team, UX team, Tech team, Flash Team, and Project Managers to ensure quality and accuracy of content at back-end development and front-end implementation.
- Presented deliverables to Harley-Davidson, including stakeholders in European markets.

CONTENT DEVELOPER

July 2007-February 2009

COGNITIVE ARTS, A DIVISION OF NIIT

Evanston, IL

Strategy and Consulting Practice of NIIT, a Global Talent Development Corporation offering interactive learning solutions to individuals, enterprises and institutions in 40 countries.

- Developed Content Strategies for Interactive E-Learning courses for institutions and corporations in the health care, insurance, human resources, and retail industries.
- Wrote and edited course scripts, including scenario dialogue, decision questions, and course assessments.
- Presented Content Strategy to Clients; directed video shoots and audio recordings.

THOUGHT LEADERSHIP

Panel Organizer And Presenter:

March, 2011

Interactive Narratives: Creating The Future Of Storytelling

SXSW Interactive

Austin, TX

Panel Organizer And Presenter:

March, 2012

Tear It Up: How To Write A Digital Novel

SXSW Interactive

Austin, TX

EDUCATION AND TRAINING

MASTERS OF FINE ARTS - CREATIVE WRITING

August, 2008

SOUTHERN ILLINOIS UNIVERSITY-CARBONDALE

Carbondale, IL

3.9 GPA • Nominated by professors for "Best New American Voices 2009" • Thesis selected for semi-final round of James Jones First Novel Contest, sponsored by Wilkes University

BACHELORS OF ARTS - ENGLISH

May, 2003

THE COLLEGE OF WOOSTER

Wooster, OH

*3.0 GPA • Dean's List • Awarded "Honors" for Senior Thesis • Donaldson Prize for Fiction
Copeland Fund Grand for Independent Study • Byron Morris Scholarship*