

# ANDREW YOUNG

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## SKILLS OVERVIEW

- Progressive marketing and management experience in nonprofit organizations
- Skilled in content writing, marketing, community outreach, publicity, sponsor relations, program development, event management, and research methods (data collection, analysis, synthesis)
- Knowledgeable in digital marketing, media advertising, membership management, corporate cultivation, search engine optimization (SEO), content management systems (CMS), and Website analytics
- Proficient in Adobe Creative Suite, Google Apps and Analytics, Microsoft Office Suite, HTML, WordPress, MailChimp, SurveyMonkey, and Hootsuite

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## EDUCATION

### **The University of Chicago, Chicago, IL**

*Master of Arts Program in the Social Sciences (MAPSS), August 2016*

### **Texas Christian University, Fort Worth, TX**

*Bachelor of Arts, Major: History, Cum Laude, May 2011*

*Bachelor of Science, Major: Journalism/News-Editorial, Cum Laude, May 2010*

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## NONPROFIT MARKETING AND MANAGEMENT EXPERIENCE

### **Lone Star Film Society, Fort Worth, TX, 2012-2015**

*Marketing and Membership Director* (Feb. 2014—June 2015)

- Increased festival box office sales by over 37% and festival attendance by over 55% compared to 2013
- Managed all press relationships; Increased brand awareness, with more than 60 articles, interviews, and editorials published by leading local and national media outlets
- Augmented total number of people subscribing to LSFS content through email and social media by approximately 31% (to more than 10,000 subscribers) compared to 2013
- Served as primary contact for members; Liaised with members during programs and events
- Coordinated monthly direct mail campaigns with operations manager; Wrote and designed member-specific newsletters
- Spearheaded and managed production of 2014 LSFS Year-In-Review, an annual report sent to key constituents
- Wrote and implemented style guides and marketing manuals to unify workflow and branding

*Marketing and Publicity Manager* (Jan. 2013—Feb. 2014)

- Implemented strategic digital marketing plan; Developed communications timeline/calendar
- Managed all advertising relationships; Ensured all deliverables were met while writing content for each ad
- Increased online tool usage; Collected advanced analytics to make data-driven management decisions
- Managed ROXO student-run advertising and public relations team during 2013 LSFF
- Introduced organization to pipeline of talent through newly developed marketing internship program

*Online Coordinator for Lone Star Film Festival* (Sept. 2012—Dec. 2012)

- Overhauled social media marketing strategies; Guided film society's Facebook and Twitter accounts
- Helped operations department brainstorm and implement a two-day live panel session with multiple panelists from across the country, several of which appeared remotely
- Established long-term relationships with dozens of community partners to help market programming

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## ADDITIONAL EXPERIENCE

### **Art House Dallas, Dallas, TX, 2012**

*Communications Intern* (Jan. 2012—May 2012)

- Helped refine communication efforts; Designed newsletters, blogs, and handled Web management
- Recruited and trained volunteer writing staff; Improved writing techniques and created style guides
- Facilitated alternative discourse and topical discussions within the art community; Liaised with artists
- Helped implement programming (workshops on songwriting, publishing, writing techniques, editing, and networking)