

## Andrew Graham

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### EDUCATION

Earlham College, Richmond, IN. Bachelor of Arts, English Literature, 1995.

### WRITING AND STRATEGY EXPERIENCE

*Freelance Writer, Berkshires area, MA*

Present (2015)

- Contract to concept, write and edit positioning, messaging and branding content for Web, print, packaging and other applications for a variety of clients, including iRobot, Korg, Shure, VOX, First Act, Stanton, the Boston MBTA, Dove Men+Care, Gillette, Sloan, thoughtbot, Connolly Music, Traveler's Marketing, Kripalu Center for Yoga & Health, Catapult Thinking, Fuel Insights, Lunchbox Buddies, Rob Strauss Studio and Remfish.

*Senior Writer, Catapult Thinking, Boston, MA*

June 2006–May 2011

- Develop brand, product and service strategy platforms at a business strategy and design consultancy. Align branding objectives with consumer needs.
- Lead projects and work with interdisciplinary teams of designers, researchers and writers to craft messaging and positioning platforms for national/international clients.
- Lead and assist in naming and nomenclature projects.
- Develop, compose and edit verbal content for Web, product design, packaging, positioning and marketing projects.
- Lead and assist with research: conduct one-on-one and group interviews, as well as retail and Web competitive audits; assemble and present findings. Employ research findings to shape and fulfill project objectives.
- Assume project management duties; serve as primary client liaison.
- Present project deliverables to clients.
- Write and edit copy for Catapult Thinking Web site and marketing materials.

*Design Strategy Assistant, Design Continuum, West Newton, MA*

May 2005–February 2006

- Research and write competitive reviews and audits for Design Strategy Group projects.
- Create reports based on product and brand imaging.
- Copy edit and proofread presentations and other client deliverables.
- Conduct detailed product analyses.