

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.

Freelance Writer, greater Boston area, MA
1995–2012

- Develop, research, write and edit Web site copy for corporate and independent design, industrial glass, musical instrument/product, highway marketing, children's products, yoga center, software development, optical lens glass, plumbing fixture, personal hygiene, strategic marketing and photo set design brands and firms.
- Write feature articles, music reviews and previews and humorous pieces for the *Boston Globe*, the *Boston Phoenix*, *The Improper Bostonian*, *The Weekly Dig* and *The Noise*.
- Research and write CD liner notes for Sony/Legacy and Sony/Greenstreets.
- Develop copy and collaborate on design concepts for MBTA "Where's the Bus?" smartphone app campaign (print and Web).
- Compose copy and develop design concepts for MBTA Gift Store holiday campaign (print and Web).
- Develop concepts for MTV television series: write scripts for pilot episodes, review and revise scripts written by five-person team.

Writer, *The Improper Bostonian* magazine, Boston, MA
January 2000–May 2001

- Write articles and arts previews for bi-weekly publication (circulation 80,000).
- Write music reviews each issue, research, propose, write and fact-check feature articles.
- Review unsolicited articles and queries.

Writer/Promoter, Gamelan Interactive Group, Waltham, MA
June 2001–October 2001

- Edit and write corporate communications, marketing materials and Web content for concert promotions/band management company.
- Co-ordinate talent buying, promotions and artist-management activities.

SKILLS AND INTERESTS

Proficient in Microsoft Office suite, experienced in InDesign and competent in PhotoShop. Avid reader with lifelong interest in music. DJ from laptop and turntables at bars, clubs and weddings. Play bass and sing in band for 15+ years.