

# ANDREW K. SHAQFEH

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## SUMMARY

Creative thinking, strategic, passionate marketer/advertiser with a broad range of experience including copywriting, B2B and B2C marketing, SEO optimization, social media management, data analysis, promotional media production, and various leadership roles. A young professional with over 3 years combined experience in the advertising/marketing industry.

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## PROFESSIONAL EXPERIENCE

**Retail Resilient** – Philadelphia, Pennsylvania 2019 – Present

- Manages social media accounts reaching 15,000+ followers.
  - *Builds comprehensive, effective social media marketing plans*
  - *Increased engagement rates*
- Builds website blog posts.
  - *Optimizes posts for SEO*
  - *Works with Wordpress and Wordpress clients*
- Builds digital media promotional material.
  - *Utilizes Adobe Premiere Pro*
  - *Optimizes photos using Adobe Photoshop*
  - *Uses videography and photography skills to gather raw content*
- Performs general data analytics duties.
  - *Uses performance analytics to structure campaigns*

\* Automotive, B2B + B2C

**WHIP Radio:** Entertainment Director – Temple University 2018 – Present

- Manages the Entertainment Department.
  - *Increased department size 5x in 6 months*
  - *Built 3+ new programs, while maintaining 2 existing programs*
  - *Increased listenership and general show quality*
  - *Trains new hosts*
- Hosts show, “The Wakeup Call.”
  - *Utilizes social media to market show and earn listeners*

\*Entertainment, B2C

**Great Big Digital Agency:** Intern, Copywriter – Philadelphia, Pennsylvania 2019 – 2020

- Wrote engaging copy for a variety of clients.
  - *Worked with clients to understand goals, brand identity*
- Wrote SEO optimized blog posts.
- Managed social media accounts.
- Performed general office/organizational tasks.
  - *Utilized Google Drive suite, Slack, Basecamp, along with other business tools*

\*Insurance, Real Estate, Education, Automotive, Personal; B2B + B2C

## PROFESSIONAL EXPERIENCE cont.

**Other Clients:** Freelance copywriter, media producer 2018 – 2020

- Performed general copywriting tasks.
  - *Wrote headlines, body copy, blog posts, product descriptions, meta descriptions, and social media posts*
  - *Identified business and brand goals, utilized those goals to write compelling copy*
- Built multi-media content.
  - *Utilized the Adobe creative suite to build compelling, effective branding pieces*

\*Interior design, Automotive, Apparel; B2C

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## EDUCATION

**Temple University:** Klein College of Media and Communication – *Philadelphia, Pennsylvania*

- B.A. in Advertising, concentration in Copywriting
  - B.A. in Media Studies and Production, concentration in Production
- Expected Graduation: May 2021**
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## SKILLS

- Google Drive Suite
- Microsoft Business Suite
- Adobe Creative Suite
- Social media i.e. Instagram, Facebook, LinkedIn, Twitter, YouTube
- Wordpress
- General business tools i.e. Basecamp, Slack