



Andrew Pieterick

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Collaborative leader with demonstrated success in communications, marketing, project management, public relations, and advocacy. Dedicated to making connections that take an organization from mission statement to mission accomplished.

EDUCATION

University of Wisconsin-Madison, Madison, WI

B.S. in Life Sciences Communication, received December 2014

RELEVANT EXPERIENCE

United Way of Tucson - Tucson, AZ

Senior Marketing Manager

April 2020 – Current

Directed marketing and communications strategy, specifically for the Arizona End of Life Care Partnership and the Cradle to Career Partnership

Marketing

- Developed and integrated branding standards for each partnership, ensuring all print and digital marketing communicated a consistent and strong brand image
- Led specialized projects, including the redesign of each partnership website, video development and production, youth voter mobilization initiatives, and a digital community resource platform for young people in Southern Arizona

Communications

- Crafted messaging for each partnership utilizing a community-focused point of view to translate complex industry terminology into accessible language
- Represented each partnership in public relations and community outreach

Innovation

- Developed industry expertise and specialized knowledge to advance project goals and high-performing initiatives
- Created award-winning marketing and advocacy campaigns, including an end-of-life care planning curriculum and training materials for Pima County Juvenile Court justices to aid them in recognizing unresolved grief in young people

University of Arizona Foundation - Tucson, AZ

Assistant Director, Digital

May 2019 - April 2020

- Created and spearheaded a strategic digital solicitation program
- Served as project manager of the Foundation's crowdfunding efforts, successfully partnering with academic departments across campus to develop and implement solicitation strategies, marketing plans, trainings, and project timelines
- Led collaborative teams on specialized projects, including initiatives for Arizona Athletics, the University of Arizona Health Sciences, and the University of Arizona Schools of Medicine (in both Tucson and Phoenix)

Guest House of Milwaukee - Milwaukee, WI

Communications Manager
2019

May 2017 – May 2019

- Oversaw print and digital communications
- Directed public relations with education community; focused on fostering relationships with Marquette University, UW-Milwaukee, and other Milwaukee area universities
- Created and cultivated relationships with key donors

Report Exec - Oak Creek, WI

Marketing Associate

June 2016 – January 2017

- Developed short- and long-term initiatives for marketing and communications strategy and company growth
- Executed organization's creative marketing strategy, including print and digital advertising, web design, video production, and communications

SKILLS: Digital marketing strategy, project management, web design, graphic design, brand development, marketing copywriting, nonprofit development and relationship management

INTERESTS: Cooking, horror movies, board games, writing book reviews

OTHER WORK EXPERIENCE

BMO Harris - Madison, WI

Loan Services Associate

September 2015 – June 2016

- Communicated with business partners and customers to respond to inquiries, resolved loan discrepancies, and documented and verified data

Dick's Sporting Goods - Madison, WI

Department Manager

January 2015 – September 2015

- Managed associates within the Bikes and Fitness Department

Wisconsin Technology Council - Madison, WI

Communications Intern

September 2014 – December 2014

- Researched and drafted articles on tech industry startup companies; edited other contributors' articles