

# andrew|elsass

## Creative Portfolio

Links to select clips of content, copy, and other writing-related work.

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# Who Dis?

I've been writing for as long as I could hold a pencil (though I suppose that's self-evident).

I started freelancing in 2014 for a UK-based content agency, ghostwriting 5-10 posts per week for niche sports, entertainment, and news sites.

For other clients, I've written long-form content, SEO pages, brand copy, Facebook ads, newsletters, curriculum, and more. I've also self-published two books and edited a few others.

Before freelance, I interned and worked on the PR side of sports, spending time with two NCAA Division I athletic departments, an NHL team, Major League Soccer, and in the Olympic movement.

Ohio will always be home, but I've also lived in New York City, Colorado, Thailand, and Japan. As of spring 2019 and for the foreseeable future, Tampa is where I get my mail.

## Skills:

- Articles/blog posts
- Canva
- CMSes
- Copywriting
- Curriculum
- Editing
- Long-form content
- Newsletters
- White papers

## Focuses & Interests:

- Fitness (competition, strength training, trends)
- Reading (non-fiction)
- Self-development (habits, mindset, social skills)
- Sports (business of, college football, history, trends)
- Travel ("digital nomading", solo, uncommon places)

## Education:

- American Copy Editors Society—Certificate in Editing
- Coursera—Programming Foundations w/ JS, HTML, and CSS
- Ohio State University—BA in Strategic Communication

*(The beard is no more; if that's a deal-breaker you can stop reading now)*

# Content Writing

Although I've written under other names for most of my freelancing career, there are some bylines out there with my actual name.

Steady, shorter, and ongoing work is what pays the bills, but the freedom of long-form is what really gets me excited—the 9,000-word Athletic Director U piece I wrote was one of the most fulfilling projects I've ever taken on.

However, sometimes I can figure out what I want to say in smaller allotments, such as the 2,000-word piece I did for Colorado Collective.

(Click a headline or logo to read the corresponding piece.)

**ADU**

## How A Lottery Can Fix College Football's Non-Conference Scheduling Problem

A three-month-in-the-making behemoth that started as me scratching my own itch on a way to improve my favorite sport. Received much positive response, including emails from sports journalists and assistant athletic directors.



COLORADO COLLECTIVE

## Melody & Whiskey: Axe and the Oak Distillery

Colorado Collective is a print magazine featuring various makers and artisans of southern Colorado. This feature profiled a local distillery and its musical influences.



## Every Premier League Team's Best Striker In History

An example of the kind of work I can produce even when only mildly-versed in a topic—before this one, my Premiership knowledge was mostly limited to the fantasy league I've been playing in with friends for 8+ years.

# Ghostwriting

I freelanced for a UK content agency from 2014-2017, ghostwriting 5-10 articles, posts, and/or listicles a week.

Many of these required me to include assigned keywords and follow other guidelines related to tone, angle, and format. Even more of them required me to do research about topics I had no prior knowledge of, some examples being Terry Gilliam movies, third-division German soccer, and Kenyan gambling laws. Some posts were even written for a foreign audience, later translated into the appropriate language by someone not me.

After breaking away from USADA/TrueSport in 2015 to go fulltime freelance, I continued to ghostwrite content for the latter for three more years.

(Click a headline or logo to read the corresponding piece.)



**TrueSport**

## The Stages of Bullying

TrueSport's audience is parents and coaches of 9-14-year-old youth athletes, of which I am none of those things. This piece was one of their newsletter's most read.



## How Your Local Grocery Store Is Like A Casino

For Casino.org pieces (and many other sites like it), I was often given a 1-2 sentence brief, a word count, some keyword mentions, then told to run with it.



## Kururin Ferris Wheel - Matsuyama, Japan

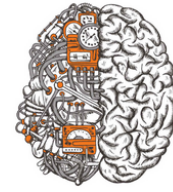
Atlas Obscura is a must-visit for me whenever I travel anywhere, so I jumped at the chance to add in a landmark local to where I lived in Japan.

# Editing

If writing makes my heart sing, then editing makes it do a one-man performance of *The Music Man* in its entirety. Reworking, tweaking, and polishing writing gets me into a 'flow state' like little else does and few things (namely candy corn and *Doug* reruns) give me more satisfaction than helping other people improve their writing.

I've been lucky to work on some larger editing projects that involve moving parts from multiple contributors, but I've also lent my red pen to newsletters, translations, press releases, resumes, cover letters, and more.

(Click a headline or logo to see the corresponding piece.)



## Redefine Yourself by Michael Moody

An introduction to self-improvement in an easy-to-digest way. Michael and I worked on a tight schedule to clean his manuscript in time for his debut book's deadline.



## Spirit of Sport Newsletter

While at USADA, I was editor of this biannual, 8-page newsletter mailed out to Olympic athletes, coaches, and stakeholders.



## Athlete Handbook

I also was in charge of corralling a team of contributors to put together the annual Athlete Handbook, an explainer for anti-doping's processes and regulations.



# Copywriting

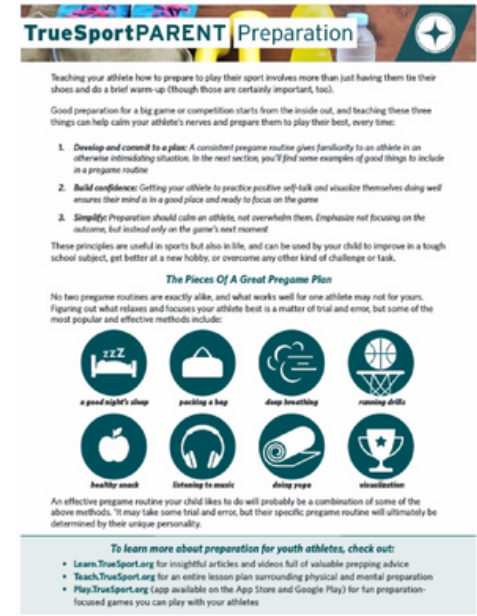
I've only taken on a few true copywriting projects, though I would relish the opportunity to do more.

Recently I helped with the rebranding of Etumos, a rapidly-growing marketing technology consulting company based out of Seattle.

After interviewing various staff members and getting a read on the spirit and direction of the organization, I provided the copy for a branding guide that will serve as a reference for the company's tone and voice moving forward. This segued into writing copy for an Adobe Summit 2019 booth display as well as various other copy-related projects.

TrueSport also provided me the opportunity to write in the short-form, such as these parent and athlete handouts that were part of larger curriculum packages.

(Click a thumbnail to see the corresponding piece.)



## 1. OUR STORY

Etumos (from the Greek *etumon* for "true" or "actual") was founded in 2014 by Edward Unthahn.

That coffee shop operation has since grown to become B2B marketing technology's premier consultancy, its growing group of experts forming an automation-obsessed dream team.

Even with consultants and clients now spread nationwide, the aim has not strayed from our namesake. What matters then still matters now, and that's getting real, accurate results from methods so innovative they don't even have names yet.

For those clients, we clean up messy systems, fill resource gaps, and maximize their time investment. We are the honorary team member that makes their own employees better.

As the sphere's thought leaders, we are reinventing marketing automation's best practices and language. And as Etumos evolves, so too does the industry right behind it.

## 2. MISSION AND VISION

### MISSION:

Etumos helps businesses better connect with their customers. We do this by tracking only what matters, solving today's problems and preparing clients for unforeseen challenges tomorrow, and building systems that are scalable, robust, and enduring.

### VISION:

Etumos defines what marketing automation success means, then blows away those very expectations. We are the thought leaders for marketing automation, operations, and strategy, constantly setting the standard for quality while having the silver tongue to teach others the way. We continue to find the best ways to solve the industry's problems through innovative methods and clear solutions.

# Other Stuff

I also like to write things that (hopefully) help people.

For a while, this meant trying to be a Mark Manson-style self-development blogging superstar. More recently, it's meant writing hyper-specific guides to help hyper-specific groups of people.

My inner teacher loves taking seemingly complicated concepts that I've learned and breaking them down into more palatable chunks that anyone can understand and apply to their own life.

(Click a headline or logo to see the corresponding piece.)



## 90 Strangers In 30 Days

In my early 20s, I became obsessed with overcoming my shyness and social anxiety. My solution was a social experiment called **90 Strangers In 30 Days**. After becoming a front-page hit on reddit, it spawned a TEDx Talk as well as a (currently unpublished) manuscript.



## How To Survive Thailand With A Peanut Allergy

I lived in Thailand for five months despite having a nut allergy. Living to tell the tale, I wrote both a free survival guide (link above) and a longer manuscript (currently pitching) that entail everything I learned.



## Books

My writing has come a long way since, but in 2013 I self-published two books on Amazon: "**How To Get A Job In Sports PR**" and "**A Confidence Carol**".





Let's chat.

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