

# ANDREW ELSASS

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## RELEVANT EXPERIENCE

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**Technical Copywriter/Editor**, Equinix 06/2019-Present

- Write and edit customer success stories, ebooks, email campaigns, guides, newsletters, social media banners, solution briefs, white papers to project stakeholder specifications in AP & brand style
  - Projects are for internal & external stakeholders (incl. major tech and Fortune 500 companies)
- Participate in kickoff calls with project stakeholders and graphic designers to coordinate project deliverables and SLAs

**Owner/Freelance Writer/Editor**, Elsass Editing, LLC 08/2015-Present

- Blog content, branding, content, copywriting, editing, emails, infographics, magazine features, newsletters, one-sheets, SEO, white papers | Portfolio available [here](#)
- Clients have included content agencies, local government, small businesses, tech consultants

**Digital Editor for TrueSport**, U.S. Anti-Doping Agency 02/2015-08/2015

- Wrote, curated, and published blog and site content for TrueSport.org (WordPress CMS)
- Created and managed content calendar and strategy for TrueSport.org and social channels
- Monitored traffic, engagement for TrueSport.org and social channels using various metrics
- Created and managed interactive content for USA Swimming Deck Pass app (200,000+ users)
- Wrote, edited, and delivered 10-week email campaign to 5,000+ subscribers via MailChimp
- Exceeded goal by registering 450 event attendees in < 3 weeks via Facebook ad campaign
- Designed Athlete's Advantage, an online tutorial drug-tested athletes must complete annually
- Wrote scripts for and assisted with production of Athlete Ambassador video series

**Olympic Education Program Lead**, U.S. Anti-Doping Agency 02/2013-02/2015

- Served as editor-in-chief for the "Spirit of Sport", USADA's external newsletter
- Edited and oversaw production of four annual publications via collaboration with outside contractors
- Analyzed and reported department education efforts in SIMON proprietary CRM
- Scheduled and gave over 100 presentations and webinars to Olympic-level athletes & coaches

**Digital Marketing Assistant**, Fifth Street Brewpub 07/2012-02/2013

- Managed brewpub Twitter account and designed, edited, and circulated weekly newsletter

**Communications Intern**, Major League Soccer 01/2012-07/2012

- Wrote, edited, and proofread press releases & content for MLS publications (print and digital)

## EDUCATION

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**American Copy Editors Society/Poynter University**: Certificate in Editing 2018

**Ohio State University**: B.A. in Communication 2008-11

## RELEVANT SKILLS

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AP Style; B2B Writing; Box; Canva; Claro; CMS (various); Copywriting; Editing; HTML; Idea generation; Kapost; Microsoft Office; Proofreading; Public Speaking; SEO best practices; Technical writing; WordPress