

Andrew Gerard Bungert

andygerard.com

EXPERIENCE

Wintrust Financial Corporation (Remote); Since November 2020

Copywriter

- Act as the sole marketing copywriter for Wintrust Mortgage, a multibillion-dollar subsidiary of the financial enterprise.
- Developed the full brand marketing guide for copy and responsible for gatekeeping voice, positioning, and written brand standards.
- Write and edit branded content across digital and print channels, including blog articles, email campaigns, social media, mailers, flyers, magazine ads, scripts, and billboards.

Freelance (Remote); Since March 2021

Copywriter

- Write and edit branded content for a wide range of organizations, including Lowe's, Wondr Health, Chattams Logistics, and Heywood's Provision Company.

Humana, Inc. (Remote); June 2020–October 2020

Digital Copywriter (Temporary contract)

- Managed and guided copy projects through processes for creative editing, business review, and legal & compliance review while collaborating with respective teams.
- Wrote and edited copy for website pages to improve SEO.

Sears Holdings Corporation (Chicago, Ill.); July 2014–September 2019

Digital Copywriter & Editor; January 2016–September 2019

- Wrote 91 articles and edited content for a hub of buying guides, curated shopping lists, blog articles, and product information (Sears Knowledge Center) on Sears.com.
- Wrote all Kmart.com homepage copy and worked with the UX team to plan layouts.
- Wrote enriched copy, tags, and descriptions for Sears and Kmart to improve SEO.
- Wrote UX copy to simplify the shopping process at customer-facing touchpoints.

Project & Content Manager; July 2014–January 2016

- Managed content planning, editing, and publishing for the Sears and Kmart online community websites (hosted on Salesforce).
 - Managed 20 writers who contributed weekly content.
 - Published 756 original articles and projects on Sears and Kmart communities.
- Completed BrightEdge SEO certification training to better plan content keywords.
- Created and managed email campaigns responsible for more than 50 million contacts and 52% of annual product ratings and reviews.
- Managed functional/UX requirements and internal marketing of an online platform ("StarReviewers") that offered customers product samples in exchange for a review.
- Managed third-party software development team using agile methodology.

BigMarker, LLC (Chicago, Ill.); September 2013–May 2014
Community Manager

Shiftgig.com (Chicago, Ill.); August 2012–December 2012
Marketing & Public Relations Intern

Boston University AdLab (Boston, Mass.); September 2010–May 2012
Copywriter

GRP Media (Chicago, Ill.); June 2011–July 2011
Media Buying Intern

Killian Branding (Chicago, Ill.); May 2010–August 2010
Creative & Social Media Intern

EDUCATION

Boston University (Boston, Mass.); September 2008–September 2012
College of Communication
B.S., Advertising

Syracuse University, London (London, U.K.); January 2011–May 2011
Semester Abroad