

ANDY MCKENNA

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PROFILE

MARKETING STRATEGIST with 5+ years of progressive, cross-industry experience in implementing creative multimedia solutions that build brand awareness and drive sustainable growth. ACCESSIBLE LEADER adept at cultivating partnerships with cross-disciplinary team members, external partners, and customers through a consultative, collaborative approach. Expertise in:

MARKET RESEARCH/INTELLIGENCE • MARKETING MANAGEMENT • RELATIONSHIP DEVELOPMENT
DIGITAL MARKETING • BRAND/MARKETING STRATEGY • COMPLEX ISSUE RESOLUTION • SOCIAL MEDIA
PROJECT MANAGEMENT • CAMPAIGN DEVELOPMENT/MANAGEMENT • STRATEGIC COMMUNICATION

HIGHLIGHTED EXPERIENCE

UNIVERSITY OF PITTSBURGH MEDICAL CENTER (UPMC)
CONTRACTED VIA GARRISON HUGHES

**Communications Specialist,
International Marketing Services / Business Development & Clinical Partnerships**

PITTSBURGH, PA
August 2018-Present

UPMC is a \$21 billion, world-renowned health care provider and insurer based in Pittsburgh, PA. Garrison Hughes is a privately held, full-service advertising agency operating since 2003.

- Developed and implemented marketing campaigns which increased referrals for an innovative medical procedure by 47%, leading to a 7% increase in surgeries representing \$3.5M in additional revenue.
- Formulated and implemented marketing and brand strategy for UPMC hospitals in Ireland, where company catchment area includes about 1.5 million people or one-third of the country's population.
- Managed social media channels averaging more than 780,000 impressions per month on Facebook, Twitter, and LinkedIn, via Khoros management platform.
- Leveraged analytics data to generate a 138% increase in impressions and a 97% increase in engagements on Facebook; a 104% increase in followers on Twitter; and a 57% increase in impressions and a 51% increase in engagements on LinkedIn.
- Wrote, deployed, and optimized social ads targeting patients/consumers and physicians, resulting in nearly 500,000 paid impressions.
- Collaborated with clients, partners, internal teams, and external vendors to conceptualize, develop, and project manage marketing campaigns, creative assets, and original content to promote the expansion of UPMC services domestically and abroad.
- Created and edited content for digital, web, and print assets, with duties including project management, copywriting, creative direction, competitive research, and conference support.
- Managed a contract call center using an in-house quality assessment system; identified leads and maintained call quality through daily audits, weekly reporting, and workflow improvements.

ADDITIONAL EXPERIENCE

MAKE-A-WISH GREATER PENNSYLVANIA & WEST VIRGINIA
Foundation Assistant

PITTSBURGH, PA
April 2015 – August 2018

Make-A-Wish is a nonprofit organization that creates life-changing wishes for children with critical illnesses.

- Authored more than 300 donor letters and accompanying wish stories to encourage future donations.
- Coordinated auctions, sponsorships, and in-kind donations for events averaging \$70,000 raised annually, accounting for 28% of funds in 2018.

MARC USA (NOW 9ROOFTOPS)
New Business Apprentice

PITTSBURGH, PA
October 2014 – March 2015

9Rooftops is an advertising agency with more than \$350 million in billings and clients at the state and national level.

EDUCATION & CREDENTIALS

WASHINGTON & JEFFERSON COLLEGE
BA, Communication Arts

WASHINGTON, PA
May 2014

DIGITAL MARKETING INSTITUTE (DMI) / AMERICAN MARKETING ASSOCIATION (AMA)
PCM® Digital Marketing / Certified Digital Marketing Professional (Dual Certification)

October 2020