



ANDREW CALL



SENIOR COPYWRITER

Andrew's skillset stems from an ability to adapt his writing to align with a client's tone, intended context, and business goals in a way that seems effortless. This is invaluable for a company's marketing messaging, and it's why Andrew is the go-to wordsmith for Words By a Pro when customers need impactful, engaging marketing copy.

Andrew has spent nearly two decades creating content—from blog articles and website copy to white papers and advertising snippets—and providing public relations, marketing, and advertising consulting services for a wide variety of entrepreneurs, companies, and industries.

As a result, Andrew is a sommelier of the "secret sauce" that clients expect in their copy. His words as well as insights have helped many find their voice and achieve their business goals.

CONTACT

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EXPERIENCE

(2021-2022)

President, Board of Directors | WYOMING WRITERS, INC.

- Non-profit. Conference facilitator. Faculty coordinator. Budget administrator. Grant writer. Scheduling manager. Marketing & social media advisor. Board of Directors' supervisor. Vice President, 2020-2021; 2022-2023.

(2013-2016)

Content Writer/Copy Editor | THE ZHARMAE PUBLISHING PRESS (disbanded)

- Read, copy edited, reviewed, and finalized more than 65 novel manuscripts for publication.
- Wrote back cover copy, marketing & promotional reviews, and internal website communication articles.

(2011-2014)

President, Board of Directors | TUNDRA RESTAURANT SUPPLY

- Wrote search engine-optimized product, category, and company blog copy for goal-oriented promotional and organic search applications.

EDUCATION

Bachelor of Arts in Communication; Minor in Creative Writing | 2010
University of Wyoming, Laramie, Wyoming

SKILLS



Search Engine Optimization

Keyword analysis, content hierarchy, hyperlinking, meta data, etc.



Advertising & Marketing Copywriting

End-to-end marketing & sales funnel content, print/digital advertising copy



Brand & Target Market Analysis

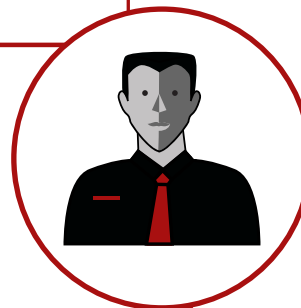
Industry research, customer persona data, company goals & strategies

DID YOU KNOW?

Andrew is an award-winning artist, photographer, and fiction writer. He spends his free time "dabbling," as he calls it, in ways that are eye-catching and challenging.

ADDITIONAL SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Lightroom
- Microsoft Office Suite
- WordPress
- SquareSpace
- Basecamp
- Digital photography
- Graphic design



CALLING ALL WRITERS!

Andrew recently served as Board of Directors President for Wyoming Writers, Inc., a non-profit focused on bringing together writers of all skillsets and genres in a yearly conference.

SAY CHEESE

Andrew is a member of the Wyoming Professional Photographers Association (WPPA) and is an accomplished portrait, wildlife, landscape, and marketing photographer.