

Andrea O. Bullard

Writer & Artist

SUMMARY

I am a colorful, highly energetic writer & multidisciplinary artist. An exceptional conceptual thinker, I thrive on creative collaboration. My greatest professional passion is for helping brands forge identity and build voice. To that process, I bring intense curiosity and a journalist's savvy for asking questions.

EDUCATION

B.A. English Writing, Studio Arts Minor

University of Pittsburgh

Pittsburgh, PA / 2009 / Magna Cum Laude

EXPERIENCE

Brand Storyteller / Team Lead

Woden / July 2020 - Dec 2021

Philadelphia, PA

- Lead teams of 5 through 12-week branding projects, including research, interview, brainstorm, and editing phases, which culminated in comprehensive brand guides
- Hosted collaborative seminars with clients and presented work at key project phases
- Developed web copy, ad copy, taglines and other creative content for clients in manufacturing, event production, insurance, and other industries

Digital Content Writer

Self-Employed / Aug 2011 - Present

Philadelphia, PA & Pittsburgh, PA

- Develop branding and web copy for local businesses through agencies and independently
- Create digital and social content for local businesses

Instructor

TEACH / July 2017 - July 2018

Philadelphia, PA

- Tutored students in grades 6-12 in English, reading, and the ACT

Director of New Media Programs

Mighty Writers / May 2013 - Jan 2014

Philadelphia, PA

- Developed, coordinated, and taught at 2-week summer writing camps for high school students
- Created and oversaw writing workshops and programs for high school students

CONTACT

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SKILLS

Creative Writing

Copywriting

Storytelling

Interviewing

Editing

Spanish (Conversational)

Public Speaking

Visual Art

INTERESTS

Evolutionary Biology

Morality

Mythology

Education

Art

Literature

Global cuisine