

# ANDREW SCHRADER

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Marketing Copywriter | Storytelling-Focused Brand Builder | Content Manager | Published Author

## AREAS OF EXPERTISE

- ✓ Digital Storytelling
- ✓ Email Engagement Strategy
- ✓ Content Marketing
- ✓ Web Content Writing
- ✓ Corporate Blog Management
- ✓ Growth Enablement
- ✓ Brand Voice Development
- ✓ Complex Product Knowledge
- ✓ Content Testing
- ✓ Social Media Copy Writing
- ✓ Longform Content (Blogs)
- ✓ Mobile-First Platforms
- ✓ Technology Industry
- ✓ Life Sciences Industry
- ✓ Copy Editing
- ✓ Relationship Building

## CAREER HIGHLIGHTS

- Marketing Copywriting:** ### years of experience driving high-level growth for a range of businesses via world-class copywriting.
- Content Management:** Background in developing and supporting complex content management systems of dynamic marketing units.
- Regulated Industries:** Confident in ability to operate compliantly within regulated sectors including healthcare and life sciences.
- Cross-Functional Collaboration:** Track record of effectively partnering with a range of SMEs, creative professionals, and marketers.

## PROFESSIONAL EXPERIENCE

### Senior Copywriter (B2B/B2B2C), Fuoco, Los Angeles, CA | May 2022 – Present

*Recruited to the healthcare marketing agency to provide expert copywriting support to meet the unique needs of the firm's wide range of clients, targeting both B2B and B2B2C audiences via both digital and print media.*

- Crafted and designed a diverse range of content including emails, blogs, web content, and other assets, collaborating with product managers, content strategists, and email teams for scoping, planning, and executing new content releases.
- Specialized in developing corporate narratives for healthcare tech companies, crafting stories for both internal and external use, catering to a diverse range of small and mid-sized clients including Experian Health, Freenome, and RxLightning.
- Developed compelling and engaging brand stories, messaging, and value propositions for various clients ranging from Health Tech startups and large technology providers in genome sequencing and medical device manufacturing.
- Interviewed key stakeholders to build cohesive brand stories, aligning sales and marketing materials around a unified concept.
- Collaborated with content strategists to formulate and implement marketing plans, developing master documents of key messages and brand strategies. These guides serve as the primary source of brand strategy for all client marketing activities.
- Authored thought leadership pieces, articulating the perspectives of VPs and Presidents, and disseminating these articles to health media and key publications to enhance brand reputations and facilitate new and improved industry relationships.
- Revamped client websites, ensuring alignment with master messaging documents, and managed content creation for blogs, articles, campaigns, and social media.
- Worked closely with social media strategists, designers, video production teams, and editors, focusing on high-level brand messaging and storytelling as core elements to client marketing strategies and outputs.
- Created tactical assets like handouts for conferences, overseeing the overall creative direction of these materials.
- Managed content development for 10-12 diverse projects monthly, ensuring quality and adherence to client needs.
- Developed and wrote case studies, further expanding diverse range of content creation responsibilities.

### Sabbatical, Book Writing | August 2021 – May 2022

- Leveraged exceptional creative storytelling skillset to write and publish a 4<sup>th</sup> book. The book is a compilation of horror and suspense short stories entitled, "Bad Realities: Strange tales of shock and suspense" and is published on Amazon.

## PROFESSIONAL EXPERIENCE CONTINUED

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### **Marketing Copywriter**, Generate Life Sciences, **City, ST** | April 2018 – August 2021

*Hired by the life sciences organization supporting 4 businesses in the fertility and stem cell sub-sectors. Tasked with increasing engagement in email marketing with the goal of transforming clients into advocates and enhancing growth in repeat clients.*

- Enhanced Year-over-Year (YoY) Open Rates (ORs), Click-Through Rates (CTRs), and other engagement metrics for clients as the lead copywriter, involving writing, editing, and collaborating with Product Marketing and Growth Marketing teams.
- Orchestrated the planning and execution of new, timely, and relevant email content each month, significantly boosting client engagement and response rates. Introduced a unified client-focused voice to the emails to amplify audience engagement.
- Introduced a dynamic content management system to support the expansion of the audience segmentation strategy enabling the seamless management of 100s of emails and ensuring alignment on brand voice and key messaging throughout all content.
- Achieved impressive milestones including generating a 20% increase in CTRs and a 30% increase in ORs across millions emails.
- During the annual engagement campaign in July, realized an 800% YoY increase in blog traffic and doubled the OR and CTR compared to the 2019 campaign, highlighting successful campaign management and content impact.

### **Copywriter (B2B/B2B2C), User Marketing & UX**, Castlight Health, **City, ST** | September 2015 – April 2018

*Recruited to the healthcare benefits navigation company to generate promotional / educational content, advocating to employers and members the value of Castlight's comparison tools, price transparency, and benefits education resources for insurance holders.*

- Developed and implemented detailed communication strategies for a healthcare benefits company, focusing on showcasing the utility of a unified app for managing healthcare benefits and providing price transparency on medications and procedures.
- Played a key role in educating users about the app's functionalities and guiding them on how to maximize their healthcare benefits through well-crafted email campaigns and informational content.
- Managed the content and strategy of CastLight Action, a predictive email recommendation program, overseeing more than 100 email campaigns, analyzing results, and refining email sequences to ensure accuracy and effectiveness.
- Utilized the company blog as a platform to share user stories, enhancing user engagement and providing real-life examples of the app's impact. This enhanced audience engagement and customer loyalty to the brand.
- Collaborated with product managers, content strategists, engineers, and email teams to write and edit copy for emails, blogs, web content, and other assets, executing new content releases each quarter.
- Led the creation of monthly and transactional email campaigns, achieving Click-Through Rates (CTRs) and Conversion Throughput Optimization (CTO) rates 2X higher than industry average.
- Enhanced the Castlight Action email program, targeting specific user populations and achieving a 30% increase in CTRs.
- Created, maintained, and managed a comprehensive blog roadmap to fuel content for the Castlight and Engage desktop experiences, as well as the Engage and Castlight app experiences.

## EDUCATION

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**Bachelor of Arts, Film and Media Studies**, University of California, Santa Barbara, *Santa Barbara, CA*