

# CV

Andrea Frost, Writer • [andrea@thewordwoman.com](mailto:andrea@thewordwoman.com) • 512-466-6957



As a writer, my job is part craftsman, part problem-solver. My passion is artfully wielding the written word with style and clarity. My skill is using those words to communicate a message, meet a need or drive an action.

So what happens when passion and skill collide? Great work. Your work.



- Marcom Bronze for Best Product Website
- Silver Touchstone (American Hospital Association)
- Mature Media Awards, 4 Merit Places
- Telly Winner, Telly Finalist



B.S. with Highest Honors, The University of Texas at Austin  
Email Marketing Certification, Hubspot Academy



Writing: Content Creation, Website Development & Writing, Digital Content, Blogging, Marketing Communications, Social Media Content, PR Writing, Advertising Copywriting, Taglines, Newsletters, Screenwriting

Programs: WordPress, Microsoft Office, Adobe Photoshop, Adobe Premiere, Adobe Acrobat DC, MailChimp, Hubspot CRM, Trelby, Final Draft



If you would like a reference, please don't hesitate to ask.

# CV

Andrea Frost, Freelance Writer • [www.thewordwoman.com](http://www.thewordwoman.com) • 512-466-6957

## **Writer/Owner, The Word Woman, Austin, TX (5 years, current position)**

Senior digital content creator for Stout Magazine, content creation for multiple clients/industries, blogging with SEO and social media services, plus concepts and copy for websites, email campaigns, print ads, sales letters, brochures, and direct marketing pieces. All types of accounts, with particular expertise in the healthcare, technology, and recruitment fields. *Clients include Paesanos Restaurant Group, Buie & Co public relations, Hayley Marketing Group, Blue Wave Solutions, Bayside Solutions and The A&F Group.*

## **VP of Communications, Dripping Springs Band Boosters, Dripping Springs, TX (2 years)**

Created, updated and managed 5 websites (2 organizational, plus 3 event sites); created and coordinated advertising and public relations materials for three major events; managed publicity/public relations for the marching band, concert bands, winterguard and winter drumline programs; kept parents, students and fans informed of band events via website, Facebook, Twitter and Instagram; grew and inspired fan base using various social media tools, including Facebook, Twitter, YouTube and Instagram. *Position encompassed work for both the Dripping Springs Band Boosters and the Dripping Springs Tiger Band program.*

## **Marketing Communications Writer, Moynihan/Media, Austin, TX (7 years)**

Website copy, sales presentations, sales emails, sales letters and other communications tasks for the magazine and digital advertising sales industry.

## **Senior Copywriter, M/C/C, Dallas, TX (2.5 years)**

Concepts and copy for print ads, direct mail, brochures, websites, sales collateral, newsletters and public relations pieces, plus taglines and product naming, for technology accounts, both B2B and B2C. *Clients include Sprint PCS/Primeco, Fujitsu, Sterling Commerce and other national and regional tech companies.*

## **Copywriter, J. Walter Thompson Specialized Communications, Dallas, TX (2.5 years)**

Concepts and copy for print ads, brochures, direct mail and sales letters, plus taglines, for a variety of technology, healthcare, recruitment and senior living clients, both B2B and B2C. Wrote, cast and produced radio & TV commercials. *Clients include IBM, EDS, Texas Instruments, Cook Children's Medical Center, Lutheran General HealthSystem, and American Baptist Homes.*

## **Editor/Writer, Trinity Tidings, Wrentham, MA (4 years)**

Edited monthly parish newsletter, wrote monthly Editor's column; also performed advertising and public relations writing for various church events.

## **Editor/Writer, St. Mark's News, Austin, TX (3 years)**

Wrote and edited monthly parish newsletter; editor/co-author of 2006 Parish Profile.

## **Content Writer/Assistant Editor, Human Services Inc., Dallas, TX (2 years)**

Researched and wrote original content for quarterly newsletter on mental health as well as marketing materials for mental health professionals. Edited work provided by psychologist.