

Andrew Gerard Bungert

andygerard.com | andrew.bungert@gmail.com

PROFESSIONAL SUMMARY

Senior content strategist and copywriter with 12 years of experience building brands, managing high-volume content operations, and driving engagement across digital and print channels. Proven track record leading cross-functional teams, developing brand voice frameworks, and executing campaigns at scale—including **5,000+ unique creative assets** across multibillion-dollar brands in retail and financial services. Equally skilled at strategic planning and hands-on execution, with expertise in SEO, email marketing, and regulated-industry content. Actively seeking roles that blend creative leadership with meaningful impact.

EXPERIENCE

Wintrust Financial Corporation (Remote)

Senior Copywriter | November 2020–Present

- Serve as the sole full-time marketing copywriter for Wintrust Mortgage and Veterans First Mortgage—multibillion-dollar subsidiaries of a major financial enterprise—owning brand voice, content strategy, and execution across all channels.
- Drive brand consistency across nearly a dozen main channels (email campaigns, social media, blog content, magazine ads, flyers, mailers, brochures, in-branch materials, scripts, and billboards), having produced **4,100+ unique creative assets** across **1,400+ projects** (76% digital, 24% print).
- Architected and maintain complete copy guidelines and brand voice frameworks for both brands, establishing consistent positioning, tone, and messaging standards across digital and print.
- Write creative briefs and lead cross-functional collaboration with design, marketing, and compliance teams to develop campaigns that drive brand awareness and measurable engagement.
- Manage end-to-end content production in a regulated financial environment, consistently balancing creative quality with compliance requirements.

Independent Consultant

Copywriter | March 2021–April 2024

- Delivered tailored content strategy and copywriting for a diverse client portfolio including Lowe's, Wondr Health, Chattams Logistics, and Heywood's Provision Company.
- Developed website copy, email campaigns, and social media content aligned to each client's brand voice, audience, and business goals.

Humana, Inc. (Remote)

Digital Copywriter (Temporary Contract) | June 2020–October 2020

- Managed end-to-end copy projects for a Fortune 50 healthcare company, ensuring alignment across creative, business, and compliance stakeholders.
- Wrote and optimized website copy with a focus on SEO performance and user engagement, improving content clarity for a broader consumer audience.

Sears Holdings Corporation (Chicago, IL)

Digital Copywriter & Editor | January 2016–September 2019

- Produced **91 original articles** and managed ongoing content for the Sears.com Knowledge Center, including buying guides, product features, and editorial content.
- Led copywriting for the Kmart.com homepage, collaborating with UX and design teams to optimize layout, user flow, and on-page messaging.
- Created SEO-optimized copy for product descriptions, metadata, and site content—driving organic traffic growth and improved search rankings.

Project & Content Manager | July 2014–January 2016

- Directed content strategy, editorial standards, and publishing operations for Sears and Kmart community websites.
- Managed and mentored a team of **20 contract writers**, editing and **publishing 756 articles** while maintaining quality and brand consistency at scale.
- Oversaw **60+ concurrent email campaigns** reaching more than **50 million annual contacts**, generating 52% of the enterprise’s annual product ratings and reviews.
- Spearheaded development of the proprietary ‘StarReviewers’ engagement platform, coordinating agile-based software springs with third-party developers from concept through launch.
- Earned BrightEdge SEO certification; applied keyword strategy and content optimization to measurably improve search performance.

EARLY EXPERIENCE

BigMarker, LLC (Chicago, IL)—*Community Manager* (September 2013–May 2014)

Shiftgig.com (Chicago, IL)—*Marketing & Public Relations Intern* (August 2012–December 2012)

GRP Media (Chicago, IL)—*Media Buying Intern* (June 2011–July 2011)

Killian Branding (Chicago, IL)—*Creative & Social Media Intern* (May 2010–August 2010)

EDUCATION

Boston University (Boston, MA)—*B.S., Advertising*

Syracuse University, London (London, U.K.)—*Semester Abroad*

CORE COMPETENCIES

- **Content Strategy:** Brand development, content guidelines, multi-channel planning, editorial operations
- **Copywriting:** Digital, print, email, social, SEO-optimized copy, regulated-industry content
- **Content Leadership:** Team management (20+ writers), cross-functional collaboration, creative briefing
- **SEO & Analytics:** On-page optimization, keyword research, BrightEdge (certified), Google Analytics, GEO fundamentals
- **Platforms & Tools:** Salesforce, WordPress, Microsoft Office, Adobe Creative Suite
- **Methodology:** Agile/sprint-based project management, end-to-end content production in compliance-driven environments

VOLUNTEERISM

The Friendship Center Food Pantry (Chicago, IL)

Order Receiving & Pantry Prep | July 2025–Present

- Volunteer in food distribution operations, supporting community members experiencing food insecurity.