

Andrew Gerard Bungert

andygerard.com

EXPERIENCE

Wintrust Financial Corporation (Rosemont, IL)

Copywriter | November 2020–Present

- Lead marketing copywriter for Wintrust Mortgage, a multibillion-dollar subsidiary of the enterprise, creating content for Wintrust Mortgage and Veterans First Mortgage.
- Responsible for developing the entirety of current brand copy guidelines, ensuring consistent voice, positioning, and messaging across all channels.
- Write and edit branded content across digital and print, including blog articles, email campaigns, social media, mailers, flyers, magazine ads, scripts, and billboards.
- Write creative briefs and collaborate closely with cross-functional teams including design, marketing, and compliance, to create campaigns that drive brand awareness and engagement.
- Conduct competitive research and develop content initiatives and campaigns that simplify and enhance customer experiences.

Freelance (Remote)

Copywriter | March 2021–April 2024

- Partner with a diverse portfolio of clients such as Lowe's, Wondr Health, Chattams Logistics, and Heywood's Provision Company to deliver tailored, high-impact content for websites, email campaigns, and social media.
- Strengthen SEO strategies increasing web traffic and online conversions.

Humana, Inc. (Remote)

Digital Copywriter (Contract) | June 2020–October 2020

- Managed end-to-end copy projects, ensuring alignment across creative, business, and compliance requirements.
- Wrote and edited website copy with a focus on improving SEO and user engagement.

Sears Holdings Corporation (Chicago, IL)

Digital Copywriter & Editor | January 2016–September 2019

- Produced 91 new articles and edited content for Sears.com's Knowledge Center, including buying guides, product features, and blog articles.
- Led copywriting for the Kmart.com homepage and collaborated with the UX and design teams to optimize layout and user flow.
- Created SEO-rich copy for product descriptions, tags, and site content, driving organic traffic and improving search rankings.

- Wrote UX copy that simplified the shopping experience, enhancing customer journey across digital touchpoints.

Project & Content Manager | July 2014–January 2016

- Directed content strategy, editing, and publishing for Sears and Kmart community websites, managing a team of 20 contract writers.
- Edited and published 756 new articles, boosting user engagement and building brand loyalty.
- Spearheaded email campaigns with a reach of more than 50 million contacts annually, generating 52% of the enterprise’s annual product ratings and reviews.
- Managed development of the “StarReviewers” platform, coordinating with third-party developers to implement agile-based software solutions.
- Completed BrightEdge SEO certification to enhance content strategy and keyword targeting.

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)

College of Communication | September 2008–September 2012

B.S., Advertising

Syracuse University, London (London, U.K.)

Semester Abroad | January 2011–May 2011

KEY SKILLS

- **Content Strategy:** Content production, strategic planning, and implementation across digital channels
- **Copywriting:** Digital, print, email, social, SEO-enriched copy
- **Project Management:** Cross-functional collaboration, content planning, team leadership
- **SEO:** On-page optimization, keyword research, content strategy
- **Content Platforms & Digital Tools:** Salesforce, WordPress Google Analytics, BrightEdge, Microsoft Office, Adobe Creative Suite
- **Agile Methodology:** Project management, sprint training