

# ANDREW KAUFFMAN

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## PROFESSIONAL EXPERIENCE

### SPECIAL OLYMPICS MISSOURI

JEFFERSON CITY, MO.

*Director of Marketing and Communications*

*April 2022-Present*

- Grew brand social media engagement from 1M to 13M impressions by expanding video channel (96K to 6M views) since taking over department, leading to increased stakeholder engagement (e.g., athletes, coaches, volunteers, financial partners).
- Doubled staff's marketing content output and increased deadline delivery rate by implementing Jira project management system, enabling team to collaborate remotely across the state; convinced fellow executive leadership team to implement system throughout organization.
- Transformed strategic budgeting approach for \$60,000+ annual marketing spend; built a data driven framework identifying high priority demographics and appropriate mediums to drive fundraising and program objectives.
- Managed campaigns end to end, including video content production for marquee events, including "Evening with Andy Reid" and "Polar Plunge", leading to \$1.3 million+ fundraised with just a \$12,000 advertising budget.
- Lead 4 direct reports, including weekly one-on-one meetings and quarterly performance reviews, which has resulted in 100% retention rate since assuming department leadership.
- Leverage existing relationships with local, national and global media outlets built during my TV career to increase news coverage and exposure in untapped audience segments.

### UNIVERSITY OF MISSOURI

COLUMBIA, MO.

*Adjunct Professor*

*August 2019 – December 2022*

- Created and taught six journalism and strategic communications courses to 100+ undergraduate and graduate students; provided one-on-one mentorship to select students, including one that secured a job at ESPN.
- Enhanced recruiting partnership with Missouri School of Journalism and both KMIZ-TV and Special Olympics Missouri, securing multiple interns, many of which accepted full-time roles upon graduation.

### KMIZ-TV

COLUMBIA, MO.

*Sports Director*

*March 2017-April 2022*

*Sports Anchor & Reporter*

*June 2015-March 2017*

- Won 6 awards for storytelling, including a Regional Edward R. Murrow Award.
- Managed department of ~5 reporters including media content strategy for Super Bowl, World Series, Stanley Cup and PGA Championship; selected most important stories, differentiated product from competition and allocated resources accordingly.
- Anchored nightly sportscasts and weekly 30-minute sports show, strengthening station's No. 1 position in the market.
- Gained over 10,000 subscribers on YouTube; top video earned nearly 7 million views and 900+ comments.

### KOMU-TV

COLUMBIA, MO.

*Anchor & Reporter*

*January 2012 – May 2015*

- Earned No. 4 ranking out of hundreds of applicants for the Jim Nantz Award for best collegiate sports anchor in the country.
- Created, launched and produced the No. 1 rated high school sports show in the market, Opening Drive.

## EDUCATION

### UNIVERSITY OF MISSOURI

COLUMBIA, MO.

*Bachelor of Journalism*

*August 2011-May 2015*

- GPA: 3.8/4.0
- Minors in Business and Psychology

## HONORS & AWARDS

Regional Edward R. Murrow Winner

Mid-America Emmy Nominee (4x)

Missouri Broadcasters Association Award Winner (3x)

Kansas City Press Club Award Winner (2x)

Sportscasters Talent Agency of America, All-American

## ADDITIONAL INFORMATION

- Technical Skills: Adobe Creative Suite, Microsoft Suite, Jira, Generative AI, Raiser's Edge, Blackbaud