

ANDREW KAUFFMAN

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SUMMARY

Marketing and communications professional and skilled storyteller with 7+ years of experience in leadership, content creation, writing, editing and social media. Organized, strategic and analytical thinker with strong skill set and desire to learn.

PROFESSIONAL EXPERIENCE

SPECIAL OLYMPICS MISSOURI

JEFFERSON CITY, MO.

Director of Marketing and Communications

April 2022-Present

- Direct marketing and communications statewide for entire organization with 12,491 athletes in six regions.
- Grow social media engagement, reach and impressions, showing a 319% increase in first year in this position.
- Communicate with local media outlets and write news releases.
- Craft and execute marketing campaigns for statewide fundraising and program events.
- Manage organization website, somo.org, which had 364,000 page views in 2022.
- Lead a 3+ person team and serve on 6-person administrative council.

UNIVERSITY OF MISSOURI

COLUMBIA, MO.

Adjunct Professor

August 2019 – Present

- Create and teach journalism and strategic communications courses, which include storytelling and basics of filming and editing a multimedia story, to 15+ undergraduate and graduate students, while assigning and grading projects.
- Mentor and advise journalism students entering the journalism and strategic communications field.

KMIZ-TV

COLUMBIA, MO.

Sports Director

March 2017-April 2022

Sports Anchor & Reporter

June 2015-March 2017

- Designated assignments, created department goals, monitored progress, managed and mentored 4+ direct reports.
- Developed, shot, wrote, voiced and edited day-turn and enterprise sports stories and posted to abc17news.com.
- Anchored, crafted and produced nightly sportscasts and weekly half-hour sports show, SportsZone, that consistently ranked No. 1 in the market during my tenure.
- Gained over 10,000 subscribers on YouTube; top video garnered over 5 million views and 800+ comments.

KOMU-TV

COLUMBIA, MO.

Reporter

January 2012 – May 2015

- Produced, edited and anchored nightly newscasts.
- Collaborated with fellow coworkers to enhance and transform weekly sports program, Opening Drive.

EDUCATION

UNIVERSITY OF MISSOURI

COLUMBIA, MO.

Bachelor of Journalism, Emphasis in Television

August 2011-May 2015

- GPA: 3.8/4.0
- Minors in Business and Psychology, Multicultural Certificate

HONORS & AWARDS

2022 Regional Edward R. Murrow Winner

Mid-America Emmy Nominee (4x)

Missouri Broadcasters Association Award Winner (3x)

Kansas City Press Club Award Winner (2x)

2015 Sportscasters Talent Agency of America, All-American

SKILLS

- Work Skills: Leadership, Strategic Communication, Editing, Writing, Social Media, Content Creation, Production
- Content Creation: Adobe Creative Suite, Microsoft Suite, Jira, OneCause, Raiser's Edge, Blackbaud, Classy