

Andrew Kyrejko

Apple Specialist, Baker, Strategic Thinker, & Culture Crazy

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Summary

Organic thinking has been at the core of all of my adventures and ideas. Airport drawings, directionless LEGO builds, early morning city wanderings, meeting new people, waterfall climbs (I'm serious), Central Park bike rides... each experience continues to hone my lens.

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I am an ambitious anthropology graduate rather crazy about the frontier of culture and passionate about crafting innovative strategies that move brands. Digital evolution is a dominant interest. Remember when AOL used to mail those countless CD's home?

Specialties

Ideation / Consumer Culture / Digital Innovation / Insights / Discovering Uniqueness / Writing and Keynote-ing / Simplification / Social Listening / Ethnographics / Research and Analyses / Trend Spotting / Venturing

Experience

Specialist at Apple Inc.

November 2010 - Present (2 months)

Keynote Designer and Communications Consultant at AKyrejko

November 2010 - Present (2 months)

Baker and Brand Planner at Sharon's Little Bakery

September 2009 - Present (1 year 4 months)

Crafting some of the healthiest and yummiest cookies in the region. All natural ingredients, innovative recipes, and a passion for a healthy "yum" are at the core of SLB. Watch for our treats in Montclair, New Jersey and Brooklyn, New York.

- Launching a highly social, digital platform and rebrand that articulates the bakery's unique story
- Baking and overseeing growth from a per order business to a weekly baking operation

Development Consultant at The City Foundry

April 2010 - December 2010 (9 months)

Creating a network of independent, highly specialized crafters, designers, and engineers to work together on multi-dimensional projects from a diversely equipped, all-in-one, actualization studio in

Brooklyn, NY.

Athletic, Outdoor, and Special Activities Director at JCC MetroWest

June 2010 - August 2010 (3 months)

CAMP GADOL (Summer Camp Program)

- Worked with two other Directors to manage over 25 staff and nearly 90 campers
- Planned and executed all athletic, outdoor, and special activities

Strategic Planning Intern at MARC USA

March 2009 - April 2009 (2 months)

PNC BANK (New Business Team)

• Crafted several qualitative, secondary research reports on recession-specific banking trends, competitors' vulnerabilities, and how attrition and the merging of banks affects customer loyalty

RITE AID (Brand Strategy and Account Management)

- Assisted with efforts to simplify and streamline Rite Aid's circulars and other promotional materials
- Shadowed the senior account, strategy, and creative leads for the agency's oldest and biggest client

Strategic Planning Intern at Saatchi & Saatchi

June 2008 - August 2008 (3 months)

EMBASSY SUITES HOTELS (New Business Team)

- As a new business teammate, collaborated with Account and Planning leads to streamline final pitch
- Evaluated the brand's digital footprint, consumer review data, and primary competitors to position as a Lovemark
- Independently crafted fresh insights from qualitative research for use in final pitch

WENDY'S (Ideation and Secondary Research)

- Mined for unique insights to modernize and amplify the brand's "fresh, never frozen" identity

JC PENNEY (Qualitative Research and Analyses)

- Wrote and presented analysis of retail industry innovation to JC Penney Planners
- Researched effect of viral "Beware of the Doghouse" campaign on primary competitors' holiday digital strategies

I LOVE NY TOURISM (Ethnography and Secondary Research)

- Prepped Senior Planner preparing for Xploring via fresh perspective on "Hidden, Natural Gems" in New York State
- Independent Xploring and original insights on camping in New York State provided additional

support for new creative work

1 recommendation available upon request

Director of Research, Planning, and Insights / Plans Book and Keynote Designer / Team Presenter at 2008 National Student Advertising Competition - PITT AAF

September 2007 - April 2008 (8 months)

Client: AOL Instant Messenger

- Recognized for innovative digital layout and design
- Awarded special recognition for outstanding Keynote design

Production Assistant at 61st Annual Tony Awards

May 2007 - June 2007 (2 months)

- Aided Executive Producer and Assistant Directors in executing branded TV spots and pre-production media
- Provided wholistic support for all senior production staff (Planning production meetings, coordinating vendors, streamlining schedules)

Account Planner / Account Manager / Plans Book and Keynote Designer / Team Presenter at 2007 National Student Advertising Competition - PITT AAF

September 2006 - April 2007 (8 months)

Client: Coca-Cola

Production Assistant at Macy's 4th of July Fireworks Spectacular

July 2006 - July 2006

- You know you have an awesome job when you get to join any cameraman on any rooftop of any tall building in Manhattan to watch fireworks.

Production Assistant at The Songwriters Hall of Fame Awards

June 2006 - June 2006

- Whoopi Goldberg was there and Peter, Paul, and Mary performed!

Production Assistant at 60th Annual Tony Awards

May 2006 - June 2006 (2 months)

- Aided Executive Producer and Assistant Directors in executing branded TV spots and pre-production media
- Provided wholistic support for all senior production staff (Planning production meetings, coordinating vendors, streamlining schedules)

Account Manager / Plans Book and Keynote Designer / Team Presenter at 2006 National Student Advertising Competition - PITT AAF

September 2005 - April 2006 (8 months)

Client: Postal Vault

Education

University of Pittsburgh

BA, Cultural Anthropology / Sociology / Studio Arts, 2005 - 2009

Activities and Societies: Blue and Gold Society, PITT Varsity Swimming, American Advertising Federation, The Pittsburgh Highbrow, The Rainbow Alliance

The Montclair Kimberley Academy

GED, 2001 - 2005

Activities and Societies: Stylus Art and Literary Magazine (Layout and Design Editor) / Varsity Swimming (Captain and current record holder)...

Honors and Awards

2008 AAF Stickell Intern, Athletic Director's Honor Roll (2005-2009), Anthropology Departmental Honors

Interests

Swimming, photography, traveling to Israel, good design, architecture NOT for architecture's sake, airports, aesthetics, Apple Inc.

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3 people have recommended Andrew

"I met Andrew when he was a freshman at Pitt. He joined the AAF as a new member, but as a freshman he became the Vice President of the organization, a position which he was voted for again his sophomore year. By his junior year, he headed the AAF campaign, grew the organization to more than 30 students, and secured funding for the competition in New York City. I maintain a list of people who I would love to work with again in the future; people who I've not only had successful working relationships with--but people who I think will one day make significant impacts in their own right. As you can imagine, the list of people anyone knows like this is small. For me, Andrew is at the top of this list. He is one of the hardest working, curious, and most ambitious people I know, and I have no doubt that he will be successful wherever he goes because he contributes to the success of every project he touches. I would love to have the opportunity to work with him again in the future (In fact, I often find myself trying to find ways for our careers to converge). As a colleague, and as someone who has overseen his work, I give Andrew my highest recommendation."

— **Prachi Gupta**, studied with Andrew at University of Pittsburgh

"Andrew is a highly-motivated recent graduate who will be a great asset to whatever company he joins. I've been impressed with Andrew's passion for the advertising business. He's smart, well-organized, and takes pride in his work. Andrew will connect best in a place where he can contribute to the organization's success as well as his own."

— **Ira Helf**, *Director of Analytics, JWT*, was with another company when working with Andrew at Saatchi & Saatchi

"I had the pleasure of acting as a sounding-board to Andrew on a couple of his projects at the University of Pittsburgh, both of which had to do with branding and advertising. Though neither are my areas of expertise, I do have a strong background and expertise in writing. Andrew's work was exceptionally strong in all dimensions of writing, in my judgment. Andrew's attention to detail and personal attitude of excellence very clearly expressed themselves in his writing and throughout these projects. Whereas other student's would be very happy to turn in what is considered an "A" level project, Andrew always strove for the "A+". As a result, I always enjoyed critiquing Andrew on these projects when he asked, because I knew he would listen to any suggestion that would result in the best work product he could create. As a person with a more work history than that of the standard college colleague, I can say that Andrew is far more prepared for the professional and

business world than many of his cohorts. His professionalism and standards of excellence were more reminiscent of my past interactions with seasoned businessmen, and I admired these qualities in him as a colleague at the University of Pittsburgh. Andrew is clearly ready to perform at a high-level within any organization, and his skills and talents would be an asset to any organization."

— **Jason E. Bolton**, studied with Andrew at University of Pittsburgh

[Contact Andrew on LinkedIn](#)