

# ANDREW M. KYREJKO

973 820 3390 (West Orange, NJ)  
andrew@akyrejko.com  
www.akyrejko.com

[linkedin.com/in/andrewkyrejko](https://www.linkedin.com/in/andrewkyrejko) | [akyrejko.com/blog](http://akyrejko.com/blog) | [slideshare.net/akyrejko](https://www.slideshare.net/akyrejko) | [twitter.com/akyrejko](https://twitter.com/akyrejko)

## SUMMARY

---

A passionately curious and culture crazy adventurer seeks an entry-level Strategy opportunity to aid in building game-changing platforms that innovate and elevate brands' relationships with consumers to ignite sustainable growth for clients.

## RELATED EXPERIENCE: Brand Stewardship / Information Design / Branding / Strategic Planning

---

### **Apple Inc. - Specialist** (November 2010 - present)

- Unearthing customers' unique needs to recommend inspiring solutions that build relationships and enrich lives

### **AKyrejko - Keynote Designer and Communications Consultant** (2009 - present)

- Creating custom built presentations and communications solutions for anyone, anywhere, anytime

### **Sharon's Little Bakery - Baker and Brand Planner** (2009 - present)

- 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

### **MARC USA - Strategic Planning Intern** (Pittsburgh, PA - Spring 2009)

#### **PNC Bank - New Business**

- 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 - Account Management**

- Assisted with efforts to simplify and streamline Rite Aid's circulars and other promotional materials
- Shadowed the Senior Account, Planning, and Creative Leads for the agency's oldest and biggest client

### **Saatchi & Saatchi New York - Strategic Planning Intern** (Summer 2008)

#### **Embassy Suites Hotels - New Business**

- 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 Analysis**

- 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♥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

### **The 60th and 61st Annual Tony Awards - Production Assistant** (New York, NY: 2006 and 2007)

- 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)

## RELEVANT BACKGROUND and SKILLS

---

**Core academic/professional focus:** Consumer culture, social change, new media, digital innovation, brand strategy

**Trained in qualitative research methods and synthesis** (Including Social Listening and Ethnography)

**Strong writer, listener, videographer, and Keynote designer** (Fluent in MS Office, Adobe CS, and everything Apple)

## EDUCATION, ACTIVITIES, HOBBIES

---

### **University of Pittsburgh** (Graduated: April 2009)

- BA with Honors, Cultural Anthropology (3.8 GPA) - Sociology and Studio Arts minors

**American Advertising Federation | Division 1 Varsity Swimmer | An avid camper, LEGO builder, biker, and foodie**