

# Andrew D. Broadhurst

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## Summary

A results oriented manager, director, marketer, and creative storyteller with superb team leadership skills and mentoring capabilities. Dedicated to producing high quality products and solutions while maintaining a strong commitment to integrity and transparency in daily interactions.

## Professional Experience

### American Public University System

#### Director, Academics Media (2012 – 2015)

Led an outstanding multimedia team in the design and development of accessible, interactive, responsive, and engaging learning experiences for online students.

- Established clear guidelines for team communication and conduct
- Scheduled work, managed expectations, budgeted for resources, and met deadlines
- Wrote and produced scripts and storyboards for video and interactive design projects
- Analyzed data and feedback to measure effectiveness and make improvements
- Created and led a collaborative “Peer Learning Group” program for fellow managers and leaders that increased transparency, promoted knowledge sharing, and reduced replication of efforts

#### Academics Media Team Manager (2010– 2012)

- Managed a team specializing in interactive design, video production, web design, and content integration
- Conducted job interviews, mentored new employees, and delivered performance evaluations
- Presented on multimedia and instructional design related topics at educational technology conferences

#### Multimedia Specialist (2008 – 2010)

- Created multimedia learning pieces including graphics, audio and video clips, web elements, and transcripts
- Collaborated with content experts, project leaders, instructional designers, content integrators, and quality assurance testers to produce courses
- Created and shared “Virtual Open Houses” to promote transparency and foster information sharing

#### General Dynamics, Telemedicine & Advanced Technology Research Center

2004 -- 2008

##### Web and Graphic Designer

- Designed, developed, and continually maintained intranet and public facing websites
- Produced design materials including posters, banners, signage, workbooks, event programs, brochures, promotional items, and business cards under tight deadlines
- Completed various special design projects for USAMRMC Headquarters

#### Kaplan University and Hagerstown Business College

2002 -- 2006

##### Adjunct Faculty

Taught “Introduction to Graphic Design” and “Adobe Illustrator” courses

- Created engaging lessons through development of creative assignments, hands-on design instruction, inviting guest lecturers to class, and taking students on field trips

## **Equipment Development Company (EDCO)**

**2002 -- 2004**

### **Marketing Webmaster and Graphic Designer**

- Developed a website that revolutionized EDCO's online presence and generated new leads
- Collaborated with team to run campaigns that effectively branded and promoted all products
- Designed print, video, and digital marketing materials using Adobe software

## **WHAG Television Station (NBC25)**

**2000 -- 2002**

### **Promotional Webmaster and Graphic Designer**

- Designed media for print, television, and website usage
- Regularly updated the station website with news, sports, features, and promotional marketing content
- Learned how to create effective user experiences by measuring user interaction after page modifications
- Created and ran a highly successful "Hide and Eat" contest that more than doubled website engagement
- Served as team captain and event coordinator for the "NBC25 Peacocks" celebrity sports team

## **Education**

**BS, Bachelor of Science**, Mass Communication - Concentration in Digital Communication

Frostburg State University, Frostburg MD

## **Awards**

- Provost Innovation Challenge Contest Winner (2014)
- WHAG Employee of the Month (twice selected)

## **Additional Experience**

### **Short Film Writer, Producer, and Director (2015)**

Wrote, directed, and produced two dramatic short films, "Marked" and "Sleepy Creek". Both films premiered at local film festivals. Article: [Martinsburg filmmaker to premiere first film at festival](#)

### **Production Assistant (2015)**

Completed a Production Assistant Training Seminar held in coordination with the West Virginia Film Office. Worked with Tent City Productions on a two-day production shoot for "Ghost Shepherds".

### **Screenwriting and Freelance Writing**

Contributor of short stories and articles for [InThePanhandle.com](#). Short story, "The Bird Feeder", was selected as a semi-finalist in a narrative writing contest.

### **Co-Owner, The Wee Cycle Children's Consignment Boutique (2010-13)**

As co-owner of The Wee Cycle, my duties included marketing, social media, computer maintenance, technical writing, special events planning, and some facilities work. The Wee Cycle maintained regular business hours, partnered with more than 400 consignors, employed two part-time employees, and donated items to local charities.

### **Board Member, The Forever Water Fund (2012-13)**

The mission of The Forever Water Fund was to provide education, supervision, and water filtration systems to prevent waterborne diseases and death generally caused by contaminated drinking water.