

# Andrew K. Domino

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I serve as a “bridge-builder” for the financial services and communications industries to coordinate relationships between themselves, their existing clients, and the general public (who can become new clients). My most recent work includes:

- Hastings Mutual**                      *Marketing Content Writer*                      Apr. 2018 to present
- Created and maintain content calendar, featuring [Facebook](#), [blog](#), and [video scripts](#)
  - Write, edit, and design internal and external-facing promotional materials, including public explainers, agency information bulletins, and time-sensitive alerts
- Domino Writing**                      *Freelance Writer*                      Feb. 2007 to present
- Publications include:  
[Encore](#)      [Greater Lansing Business Monthly](#)      [Women’s Lifestyle of Greater Kalamazoo](#)
- Answer United**                      *Agent*                      Mar. 2017 to Apr. 2018
- Assisted in rewriting and editing employee training handbook, reducing redundant and unclear content by 10 to 20 percent
  - Consistently surpassed performance standards for response time, accuracy, and client interaction
- EXITS, LLC**                      *Blogger and Marketing Specialist*                      Oct. 2015 to Feb. 2017
- Planned six public seminars, including scheduling and preparation of seminar site, marketing materials and post-presentation response – seminar topics include business succession, small business management and retirement planning
  - Wrote twice-weekly blog on exit planning and financial topics
- Goforth Group**                      *Communications Specialist*                      June 2014 to Feb. 2017  
Aug. 2011 to Apr. 2013
- Designed and developed [web site](#) for companies focused on multiple types of real estate development, including weekly maintenance and regular updates of new page information
  - Regularly interacted with business owner and staff to produce content for projects that changed daily
- New York Life**                      *Registered Investment Associate*                      July 2014 to Feb. 2017
- Developed and distributed online and physical presentation to attract \$50,000,000 investment portfolio
  - Prepared marketing material for client-facing presentations, including initial and follow-up contact with individual clients for customized results
- Other prior positions in newspaper and TV broadcast news, financial services  
Grant writer: \$5,000 to non-profit animal rescue organization, \$500 to high school arts program
- StrengthsFinder themes: Intellection, Deliberative, Learner, Input, Consistency
  - B.A. English, Western Michigan University
  - Video Certification, Specs Howard School of Media Arts
  - Japanese language: novice level (speaking and writing)