

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

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)