

Andrew Stiefel

SOCIAL MEDIA & CONTENT STRATEGIST

EXPERIENCE

SOCIAL MEDIA & CONTENT MANAGER

Seattle Symphony (December 2015–Present)

Responsible for planning content strategy, producing original materials, and driving the Seattle Symphony's digital growth through storytelling across websites, apps, email, videos, and social media in a high-volume, fast-paced environment.

- Produced live broadcasts for Facebook, Twitter and YouTube, including "Music Beyond Borders," a live-streamed concert that was watched by more than 300,000 people online and reached over 1.5 million people on Facebook.
- Created and implemented a video that increased video views to more than 2.5 million in 2017–2018 season
- Created and implemented a measurable social media strategy that grew the orchestra's digital audience to over 100,000 people across social channels.
- Served as the primary copywriter for features, interviews, and other writing assignments, creating emails, website content, and printed materials.
- Collaborated with colleagues in marketing, development and communications to implement cross-platform campaigns and ensure that the Symphony's voice carried through all materials.

COMMUNICATIONS OFFICER – RESEARCH & INNOVATION

University of Oregon (June 2014–December 2015)

Worked with internal and external stakeholders to deliver the University of Oregon's stories about research and innovation to campus, regional, and national audiences.

GRADUATE TEACHING FELLOW, COMMUNICATIONS

University of Oregon (September 2013–June 2014)

GRADUATE TEACHING FELLOW, MUSIC COMPOSITION

University of Oregon (September 2011–September 2013)

CONTACT

andrew@andrewstiefel.com

+1 (972) 922-0107

andrewstiefel.com

BOARD MEMBERSHIPS

Board Member, Treasurer

Sound of Late (September 2015–Present)

Board Member

Vote YES! For Libraries Political Action Committee (August 2015–November 2015)

Board Member

Eugene Public Library Foundation (July 2015–December 2015)

EDUCATION

Master of Music in Composition

University of Oregon

Bachelor of Music Education

Baylor University

TECHNICAL SKILLS

Creative Software

Adobe Photoshop, Premiere, Illustrator, InDesign, Audition
Microsoft Word, Excel, and PowerPoint

Digital Analytics & Software

Google Analytics, Simply Measured, Tableau
Buffer, Hootsuite, and Sprout Social (Social Media Software)
HTML & CSS