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ANDREW R. WESSELS

OBJECTIVE: Management position with progressive organization that values the contributions of creative advertising, communications and public relations toward meeting corporate goals.

SKILLS:

Corporate Communications	Advertising Campaigns
Media Relations	Public Relations
Brand Development/Refreshing	Public Speaking
Media / Communication Plans	Marketing Plans
Media / Presentation Training	Event Planning/Administration
Budget Management	Contract Negotiation
Contract Administration	Logistical Support
Publishing/Editing	Journalism/Writing

SELECTED ACCOMPLISHMENTS/QUALIFICATIONS:

- Established, built and guarded the BrickStreet brand (name, logo, concept, etc.) to create fresh concept of workers' compensation insurance services.
- BrickStreet retained 70 percent of the West Virginia market in its first year of open market competition with long-established companies such as Liberty Mutual, Travelers and AIG.
- Enhanced BrickStreet's reputation among policyholders, the media and the public as a viable WV carrier with a solid fiscal and structural foundation for regional and national expansion.
- Directed award-winning Corporate Affairs staff which built and refined corporate communications initiatives – quarterly magazine, bi-weekly e-newsletter, interactive internal/external Web sites, and brand-solid collateral materials.
- Proactively engaged local, state, and national media based on trust and credibility.
- Directed professional staff of six and managed annual budget of \$3.8 million.
- Successfully developed and implemented external advertising, public relations and media campaigns to build company brand and market share.
- Represented BrickStreet as speaker and participant in local, state, and national conferences and events.
- Successfully negotiated and administered contracts and associated projects with consulting firms and vendors in Corporate Affairs arena.
- Developed and implemented corporate marketing plan, communication policy and communication plans, including crisis communication initiatives.
- Recommended and arranged logistical support for corporate sponsorships, relationship management, and related events.

PROFESSIONAL EXPERIENCE:

Director of Corporate Affairs **01/2006 to 05/2009**
BrickStreet Mutual Insurance Company
Charleston, WV

Director of Corporate Affairs **08/2003 to 01/2006**
WV Workers' Compensation Commission
Charleston, WV

Senior Public Affairs Specialist **10/1996 to 08/2003**
Physician Communications Specialist
Charleston Area Medical Center (CAMC)
Charleston, WV

Assistant City Editor and Reporter **03/1985 to 09/1996**
The Charleston Gazette
Charleston, WV

EDUCATION:

Masters Degree Program **05/2003 to present**
(Corporate and Organizational Communication)
West Virginia University
Morgantown, WV

Bachelor of Arts – Communication **1981**
Bethany College
Bethany, WV

HONORS:

- **2009: WV Chapter, PRSA – 2 first-place Crystal Awards, 2 honorable mention awards, Chapter Service Award**
- **2008: WV Chapter, PRSA -- 11 first-place Crystal Awards**
- **2008: WV Chapter, American Advertising Fed. – 2 Silver Addy Awards**
- **2007: 3 first-place Crystals, 5 honorable mention Crystals, Virginia PRSA Silver Certificate of Merit, “Expect The Best” Corporate award from the Charleston Area Alliance, 2 Silver Addy Awards**
- **2006: American Association of State Compensation Insurance Fund Communications awards – First Place, TV Campaign & “People’s Choice”**