

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: X
RESIGNED _____
REMOVED _____

DATE OF APPOINTMENT: 09/03/2019

TERM BEGINS ON : 09/08/2019

EXPIRATION DATE OF NEW APPOINTEE: 09/07/2021

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: X

2nd TERM:

UNEXPIRED TERM:



AH

ANDREA HUTCHINS

COMMUNITY RELATIONS | WWW.LINKEDIN.COM/IN/ANDREA-HUTCHINS

CORE COPETENCIES

COMMUNITY DEVELOPMENT

RELATIONSHIP BUILDER

PUBLIC RELATIONS
STRATEGIST

EDUCATION/CERT

M.B.A., Webster University

Major: Masters of Business
Administration
Emphasis in International
Relations

B.A., Upper Iowa University

Major: Public Administration
Minor: Psychology

**Economic Development
Certified**, International Economic
Development Council

**Economic Development
Marketing & Attraction
Certification**, International
Economic Development Council

STRATEGIC COMMUNICATIONS PROFESSIONAL

SENIOR MANAGER, MARKETING & COMMUNICATIONS

U.S. Chamber of Commerce Foundation

Works closely across all teams at the U.S. Chamber Foundation to create the strategy for all marketing and communications efforts to include our stakeholders, earned media, social media, and event and program marketing efforts. Serve as communications POC for external partners.

- + **Community/Media Engagement Highlight:** Worked with local public affairs and community development offices to see media participation at 80% of our off-post hiring events.
- + **Internal Communications Strategy Highlight:** Streamlined internal communications across Hiring Our Heroes by creating and implementing strategic communications plans and policies to include: a 3- 5 year strategic marketing plan; communications plan template for all new programs and initiatives; social media strategy and plan; donor and external partner reports; media and press release templates

MARKETING & COMMUNICATIONS DIRECTOR

The Washington Times, Washington D.C.

Directs the efforts of the marketing, communications and public relations staff and coordinates with executive staff and board of directors to execute in line with corporate strategy across the organization.

- + **Product Development Highlight:** Rebranded our digital subscription products and created subsequent marketing plans and products to support the new products. These efforts resulted in a 516% increase in subscriptions in 7 months.
- + **Marketing Strategy Highlight:** Developed long and short-term strategic marketing plans. Worked across all departments to accomplish strategic communications initiatives resulting in the launch of a successful national advertising and marketing campaign with a 21% growth rate and a 50% return on investment.



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AWARDS

- ✚ Athena Business Woman of the Year Award
- ✚ Volunteer of the Year Leavenworth County Economic Development

VOLUNTEER WORK

- ✚ Leavenworth-Lansing Area Chamber of Commerce - President
- ✚ Governor's Military Affairs Council - Board Member
- ✚ Kansas Economic Development Alliance - Board Member
- ✚ Heartland Women's Leadership Council - Executive Board Member

MARKETING PROGRAM MANAGER

Army Community Service (ACS), Vilseck, Germany

Work closely within the German and military communities across four locations in Germany to increase awareness of services to more than 40,000 soldiers, families and civilians across U.S. Army Garrison Bavaria. Managed communications team and front desk staff at all ACS installations. *Official internal title was Information and Referral Program Manager.

- ✚ **Community Engagement Highlight:** Created marketing materials, plans and products which not only passed accreditation but were recognized at the U.S. Army Headquarters level.
- ✚ **Social Media Execution Highlight:** Established first-ever social media presence for Army Community Service on Facebook and Twitter which provided new communication channel to engage stakeholders. Used extensive social listening tools to course-correct programs and services to align with feedback provided by end-users.

COMMUNITY & ECONOMIC DEVELOPMENT DIRECTOR

City of Leavenworth, KS

Directed marketing outreach to potential business investors, entrepreneurs, political figures, citizens and developers on behalf of the City of Leavenworth. Developed and authored City's marketing policy, economic development policy, and grant programs. Partnered with numerous state and federal agencies to support business development and expansion in Northeast Kansas.

- ✚ **Community Development Highlight.** Worked with the state of Kansas and the federal government to lobby GSA for a per diem change in the city – resulting in the development of 5 new hotels over 30 million in investment, and hundreds of jobs.
- ✚ **Strategic Planning Highlight:** Created an award winning plan for the redevelopment of a blighted area in the historic district of the community which the state recognized as cutting edge.