

The City of Columbus is in the process of updating its information on the «Organization» to reflect its most recent election. Please complete the following information to the best of your ability. **Updated database information will be forwarded to the Mayor’s Office to ensure the appointment/reappointment of elected and re-elected members and will ensure timely and accurate distribution of funding opportunities, meeting notices, training opportunities, and other City activities. After completing this form, please return to Neighborhood Database Coordinator, City of Columbus, 50 W. Gay St., 2nd Floor, Columbus, OH, 43215.** Please contact your Neighborhood Liaison with any questions or comments.

FIELD Step #4 Legistar 5th By Northwest Areas Commission— Andrew Byerly	CURRENT INFORMATION Step #9 Legistar Appointment of Andrew Byerly; 1831-D Northwest Blvd., Columbus, Ohio 43212 to serve on the 5 th By Northwest Area Commission with a new term expiration date of (resume enclosed)	NEW INFORMATION (1) Please print new information clearly, OR (2) Place a “check” in these boxes if member is re-elected and information is unchanged (3) Do not forget to update “Term Expiration” for re-elected members
First Name	Andrew	
Last Name	Byerly	
Title	Chairman	
Address	1831-D Northwest Blvd	
City	Columbus	
State	Ohio	
Zip Code	43212	
Home Telephone	614-487-1341	
Work Telephone	614-747-1342	
Fax Number	«FaxNumber»	
Email Address	Bandy1@integrity.com	
District/Designation	Chairman	
Term Start Date	01/01/2007	
Term Expiration	12/31/2008	

Chairman of Commission’s Signature
 Andrew Byerly – 04/16/2007 _____ Faxed

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ANDREW T. BYERLY

1831-D Northwest Blvd.
Columbus, OH 43212
H: 614.487.1342
M: 614.747.1342
bandyl@integrity.com

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MARKETING PROFESSIONAL

With Proven Success Developing Marketing Campaigns, Promoting Products and Services, and Playing a Key Role in Generating New Business and Sustainable Revenue Results.

- * Results-driven and service-oriented with comprehensive experience providing support to internal and external stakeholders, leading cross-functional teams, and developing persuasive communication strategies.
- * Creative and innovative with contagious enthusiasm toward the achievement of goals, a high energy level, and the confidence to suggest out-of-the-box solutions to drive desired results.
- * Excellent communication, interpersonal, and public speaking skills having presented to groups as large as 250 attendees, delivered proposals to C-level executives, and cultivated lasting relationships.
- * Recent Master's in Marketing and Communication graduate, with an undergraduate degree in Broadcast Journalism, and NASD Series 6 Ohio Health and Life License.

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CORE SKILLS / ATTRIBUTES

- * Marketing Research / Consumer Insights
- * Market-Focused Strategy / Positioning
- * Marketing / Communication Concepts
- * Campaign / Collateral Development
- * International / Multicultural Communication
- * Database Management / Administration
- * Technology Deployment / E-Commerce
- * Product Development / Launch

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KEY MARCOM PROJECTS

Marketing Research / Campaign Development

Actions: Conducted a study to identify the advantages of living in the city of Columbus, including exploring area resources, culture, and demographics. Secured interviews with Chamber of Commerce and Columbus Partnership

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representatives to further investigate marketing initiatives targeting new residents and business leaders.

Results: Suggested out-of-the-box marketing tactics focused on generating interest through bold strategies. Received validation of project recommendations as City pursued more innovative ideas to capture new residents.

Integrated Research Project (IRP)

Actions: Developed and authored an IRP to study attitudes and actions toward retirement savings. Deployed survey instrument, observation, secondary research, and focus group initiatives to support study.

Results: Prompted Gardner & White to increase emphasis on employee education, based on findings indicating most people were poorly positioned for an adequately funded retirement.

Online Marketing Evaluation

Actions: Selected and evaluated a Fortune 500 company's web site, identifying their desire to increase online sales and conversion rates. Led team in assessing existing site and identifying opportunities for improvement.

Results: Presented analysis of site and potential pitfalls, resulting in positive feedback from an e-commerce professional that comments and recommendations were "on target."

Persuasive Strategies

Actions: Presented Gardner & White's service model, value-added features, and brand to a group of classmates, exploring product offerings and the value of the organization within the benefits chain.

Results: Recognized as exceeding expectations by professor and received commendations from cohorts.

Crisis Communications

Actions: Developed a crisis communications strategy in response to a fictitious food poisoning scare at a leading fast-food chain.

Results: Received the highest grade in the class based on the effectiveness and conciseness of the message.

Consumer Audit

Actions: Observed, critiqued, and provided recommendations for a family owned restaurant to increase traffic.

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Results: Detailed an advertising strategy to generate interest amongst non-Somali consumers, and outlined key aesthetic improvements to broaden reach and interest from target market.

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PROFESSIONAL EXPERIENCE

Account Executive - GARDNER & WHITE - Dublin, OH (2004-Present)

Serve as an external consultant to a broad range of clients while coordinating marketing initiatives to generate interest, prompt action, and secure new business. Market benefit plans and provide account support involving exploring benefit requirements, developing and presenting proposals to executive-level decision makers, and cultivating relationships to retain accounts. Assist in long-term planning processes, initiating business development strategies, and executing marketing campaigns. Coordinate annual trade show appearance including securing promotional items, creating collateral, and representing organization to prospective clients. Develop marketing materials for clients to promote benefit programs and increase participation. Serve as a subject matter expert while representing more than 45 preferred providers.

SELECTED ACCOMPLISHMENTS:

- * Saved thousands of dollars in revenue by restoring 2 key business relationships through diligent needs analysis, problem resolution, and establishing service quality standards.
- * Organize the company's exhibit at the annual Ohio Hospital Association trade show, generating average sales of \$120,000, and building significant awareness and interest.
- * Bolstered database by coordinating a campaign to inform OH and WV hospitals of benefit offerings; campaign was well received and generated interest from key decision makers.

NATIONWIDE INSURANCE - Columbus, OH (1994-2004)
Account Executive (99-04)

Facilitated weekly seminars to as many as 250 attendees while promoting retirement products to public employees throughout 11 counties in the state of Ohio. Serviced government accounts and provided counsel to participants and newly enrolled employees. Coordinated annual site visits to all participants to ensure account issues were resolved in a timely manner, address prevalent concerns, and develop sustainable business relationships.

SELECTED ACCOMPLISHMENTS:

- * Named "Top Producer" for several consecutive quarters for achieving open enrollment and quality service goals, and for visiting each account at least once per annum.
- * Developed attractive and engaging PowerPoint presentations to provide detailed product information to participants and non-participants, answer questions, and promote enrollment.
- * Excelled in a position requiring extensive public speaking throughout the state of Ohio.

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Proposal Specialist (96-99); Customer Care Center (94-95)

Collaborated with a multi-disciplinary team in preparing Requests for Proposals (RFP) in response to wholesaler needs. Managed 3 to 5 projects simultaneously, requiring diligent follow-through and coordination of tasks at varying stages of the lifecycle. Compiled organized and accurate binders ready for client review. As a Customer Care Rep, provided support to brokers and participants while responding to inquiries within a call center environment.

SELECTED ACCOMPLISHMENTS:

- * Developed strong skills in assembling RFPs, working with cross-functional teams to gather key information, and compiling complete and organized packages.
- * Received the highest rating possible during a quarterly review, based on proven customer service and problem resolution skills.

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ACADEMIC BACKGROUND

M.S. in Marketing and Communication - FRANKLIN UNIVERSITY - Columbus, OH -
GPA: 3.88 / 4.00

B.A. in Broadcast Journalism - THE OHIO STATE UNIVERSITY - Columbus, OH

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COMMUNITY INVOLVEMENT

Chairman - NORTH GRANDVIEW AREA COMMISSION - Columbus, OH (2004-Present)

Participated in a large-scale campaign to secure 500+ signatures to establish the Commission. Currently serving as Chairman and playing a key role in developing infrastructure, bylaws, and operating policies.