

ANDREW ALAN HARP

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OBJECTIVE

A challenging position in a creative organization seeking an experienced team leader who thinks outside the box and bridges the gap between creative minds and business units to produce outstanding results.

CAREER SUMMARY

I am an award-winning creative innovator with more than 10 years of experience in marketing, public relations and traditional/new media. I have extensive expertise in writing and editing, advertising development, photography, video production, interactive development, new media and business management. Best of all, I have a working knowledge of each skill. This unique blend of talent allows me to be an effective leader, teacher and mentor. I am looking for a creative position in an organization that will challenge my skills and allow me to manage a creative team.

EXPERIENCE

Child's Art Studio

Executive Photographer, 2005-2008

- Led 61-year-old photography business into digital era which saved the company more than \$10,000 dollars annually
- Oversaw and managed the construction and opening of new Birmingham-area photography studio location
- Designed and implemented marketing and advertising campaign
- Directed all creative products and services
- Expanded and modernized company's products and services to open up new streams of revenue
- Designed custom and themed photography sets, set up complex lighting and worked directly with clients.

Southern Nuclear Operating Company

Senior Communications Specialist, 2003-2005

- Coordinated the creative services department, which was responsible for media relations, advertising, electronic communications and employee and executive communications
- Redesigned electronic communications efforts to be in line with company branding standards and enhanced the user experience
- Coordinated all photography and video shoots for internal and external use, including media relations
- Established an online company store that saved company \$15,000
- Revamped layout of company newsletter to align with company goals and strategies
- Developed effective and cost-efficient communication plans for various projects
- Served as newswriter for the emergency response organization
- Acted as the on-call media relations representative
- Provided editorial and public relations feedback for all company publications.

Alabama Power Company

Internet/Communications Specialist, 1998-2003

- Coordinated work of electronic creative services team, which included graphics, photography, video and interactive development
- Maintained a quarter-million dollar annual budget
- Developed, publicized, branded and maintained internal and external Web sites and electronic media
- Acted as intermediary between technical and non-technical groups
- Created and helped manage company's first electronic media relations function
- Served as project manager and new media coordinator for special projects
- Coordinated companywide public relations events
- Wrote speeches and created PowerPoint presentations for executive management
- Evaluated and coordinated Web site designs for departments
- Prepared audio and video for online streaming applications
- Wrote and edited copy for use on Web and internal company publications
- Founded and served as chair a technology oriented professional development organization for employees
- Implemented streaming media plan which helped save company \$50,000
- Created, wrote and produced a daily voicemail for executives which included a synopsis of local and national company-related news
- Achieved 100 percent client satisfaction.

DCI/Binzel Chemical

Plant Manager, 1996-1998

- Managed daily operations at North Birmingham facility
- Provided direct leadership, coaching and performance management for five employees
- Coordinated work schedules for service technicians
- Supervised quality control of chemical compounds and manufacturing process
- Supervised North Birmingham machine service operations
- Optimized plant operations and workflow processes, which saved company \$30,000.

EDUCATION

University of Alabama at Birmingham
Major: Communications/Public Relations
Minor: Chemistry

Received awards and honors including: the UAB award for public relations student of the year and outstanding leadership. PRCA/PRSSA awards for best account executive, best student officer; outstanding member; and professional growth and development.

AWARDS, HONORS & ACHIEVEMENTS

- Founding president and current board member of the Internet Professionals Society of Alabama (IPSA), a statewide professional development organization for Internet professionals. IPSA has grown from a small grass roots organization to be one of the Southeast's best professional development organizations with more than 150 members.
- Three-time recipient of the Public Relations Council of Alabama (PRCA) Award of Excellence for Powergrams, an Alabama Power employee publication.
- Three-time recipient of the International Association of Business Communicators (IABC) Crystal Quill award for interactive communication.
- Recipient of ADDY award for development of The Nature Conservancy of Alabama Web site and CD-ROM.

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