

ANDREA MORRIS

aripemango.com
linkedin.com/in/andreamorris21
wags2182@gmail.com

Andrea Morris is a leader of challenging projects. She has very strong communication skills (written, verbal, interpersonal, organizational, and public speaking). She builds people up and improves workplace culture.

The organizations she works with succeed, grow, and become better versions of themselves.

EDUCATION

altMBA, Nov. 2022

An intensive leadership workshop for making worthwhile change. Focused on decision-making, difficult conversations, collaboration, and doing the hard work first. altmba.com

University of Wisconsin-La Crosse

- Master of Science in Education, Student Affairs Administration; May 2012
- Bachelor of Arts, Major: Spanish, Minor: Persuasion & Public Communication; May 2005

RELEVANT WORK & PROFESSIONAL VOLUNTEER EXPERIENCE

Persuasive writing consulting & marketing, Mar. 2014 - present

A Ripe Mango (owner/consultant); aripemango.com

- » Craft ethical, compelling persuasive messaging for clients' grant applications, websites, books, promotion & tenure documents, email newsletters, and more
- » Also: book editing, book design, small business marketing strategy, email marketing, website design
- » Clients include: Purdue Mechanical Engineering, Purdue Agronomy, an indie book publisher, a tea company, a speech coach, and more; most clients are repeat and work with Andrea for many years

Nonprofit Board of Directors Vice-President, June 2022 - present

Montessori School of Greater Lafayette, a nonprofit school for toddler - grade 6

- » Using collaborative leadership for new fundraising, volunteer engagement, and staff appreciation initiatives
- » Working to create a culture of trust and collaboration where it did not exist

The Carbon Almanac all-volunteer, not-for-profit initiative, Nov. 2021 - June 2022; thecarbonalmanac.org

A worldwide climate change book project, published by Penguin Random House and led by Seth Godin

- » Led team of 10 mostly novice designers to design book on exceptionally short timeline
- » Served on teams for content editing, copyediting, and marketing

Urban sustainable flower farmer, Apr. 2017 - Dec. 2019 (three growing seasons)

AM Flower Farm (owner/operator); West Lafayette, Indiana

- » Planned and built a farm from scratch
- » Employee hiring and management
- » Direct-to-consumer retail, online, and subscription sales
- » Grew 100+ varieties of specialty cut flowers using organic practices
- » Detailed study of margins, yields, cost of goods sold, profitability, and earnings projections

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Crisis management for international travel consulting, Oct. 2013 - Dec. 2014

Securus Risk Management (a consulting partnership) and Westward Consulting (owner/consultant)

- » Served higher education/international education on international crisis/risk management practices
- » Created travel safety products, conducted survey research of the field, co-authored reports
- » R&D for risk management software: Identified market needs and innovated software products

Coordinator of International Scholarships, Aug. 2012 - Aug. 2013

University of Illinois International Programs and Studies; Champaign, Illinois

- » Administered \$300,000 of scholarships for 700 study abroad students annually
- » Hired and trained student reviewers on objective scholarship scoring
- » Served on U.S. Dept. of State Gilman Scholarship selection committee
- » Coordinated research exchange program for STEM students from India and Illinois

International Travel Safety consultant (positioned as an internship), May - Jul. 2012

Yale University Office of the General Counsel; New Haven, Connecticut

- » Crafted the Yale International Travel Toolkit, a safety and compliance resource. world-toolkit.yale.edu
- » Interviewed faculty and students and researched best practices in the field

International Risk & Safety consultant (positioned as an internship), Jul. - Aug. 2010, May - Sept. 2011

University of Texas at Austin International Office; Austin, Texas

- » Researched and wrote the university's crisis management plan for international travelers
- » Emphasized a human-centered approach, which had previously been lacking
- » Interviewed students who had been evacuated from foreign disaster areas to foster empathy among users

Graduate Assistant for Sustainability Issues, Aug. 2010 - May 2012

University of Wisconsin-La Crosse University Centers; La Crosse, Wisconsin

- » Coordinated university-wide sustainability initiatives, policies, and events with students and administrators
- » Won grant to bring a best-selling sustainability author to campus (Colin Beavan, No Impact Man)

Marketing Writer, Sept. 2007 - Oct. 2008

Bloom Companies; Milwaukee, Wisconsin

- » Designed and wrote copy for 30 proposals for engineering services
- » Helped firm win competitive DOT interchange and bridge design projects in the Milwaukee metro area

SKILLS & SOFTWARE

Professional Skills

Writing and editing | persuasion | written communication | interpersonal communication | organizational communication | public speaking | design | storytelling | fundraising | qualitative research methods | website design | Spanish language | HTML/CSS | no-code app design | quick to learn new software

Software

WordPress | Shopify | Squarespace | Wix | Drupal | Airtable | Notion | Coda | MailChimp and other email marketing platforms | Adobe InDesign | Photoshop | Illustrator | Acrobat | Canva | Microsoft Office | Google Suite | all standard office software and hardware