

Andrea Schulle

Co-Founder at Andris Media Group

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Summary

Andrea always dreamed of living the Mad Men lifestyle on Madison Avenue, but realized early on that lifestyle wasn't for her. So she cut her communications teeth by going client side and working as part of corporate communication teams. This experience was invaluable in teaching her all facets of corporate communications, and showed her the power of a well-executed, brand-centric integrated communications campaign.

Andrea has been fortunate to work in a variety of industries that range from higher education to automotive (yes, she learned how to remove a car windshield at Ford in Detroit!) to process and level instrumentation to a retail point-of-sale software company. She's planned and executed million dollar communication budgets, survived the cold January in NYC running a tradeshow at Javits Center, successfully executed integrated marketing campaigns that saw 30% response rate, gotten clients' stories placed in national magazines and radio shows, and strategically took a company through a name change and repositioning that ultimately lead to an acquisition by Oracle.

Passionate about giving back to the Austin community, Andrea served on the Board of Directors for Lights.Camera.Help. She also supports local non-profit Wonders & Worries and spent three years co-chairing the Wonder Ball Daddy/Daughter Dance for the organization. During that time, she helped grow the event to over 500 attendees. Andrea also recently spent two years on the Board for Freelance Austin. Her work as VP of Membership for Austin Chapter of the Association of Women in Communications (AWC) earned a national award and she is the 2007 winner of the Anne Durrum Robinson Creative Initiative Award.

A graduate of The University of Texas at Austin with a degree in Advertising, Andrea considers herself lucky that she and her family still live in Austin. Hook 'Em!

Specialties

- * Marketing Communications Plans and Budget Creation
 - * Marketing Campaigns: plan and execute integrated campaigns
 - * Public Relations: media relations, news release development, distribution, and follow-up
 - * Social Media: Set up and feed content to LinkedIn, Facebook, Twitter, blog sites and more
 - * Graphic Design: All forms of collateral, corporate identity, and electronic design
 - * Advertising: planning, purchasing, copywriting, design
 - * Event Planning
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Experience

Co-Founder at Andris Media Group

May 2012 - Present (2 years)

We are a full-service communications firm in Austin, Texas that believes if you want to realize your business potential, you have to be open to true collaboration, strategic interaction and fresh ideas. And that's why we're here. The power of a good communications plan cannot be underestimated in helping your business gain a competitive edge. We live and breathe this stuff. We've witnessed the shift; we understand the process; we're spreading the word. We want to help you realize your goals by turning them into successful results.

1 recommendation available upon request

Co-Founder at PR Soup

January 2011 - Present (3 years 4 months)

We're serving up PR and marketing industry secrets from entrepreneurs for entrepreneurs. Here, you can find inspiration for new ideas, follow trending topics, receive traditional analysis and advice, and learn the truth behind PR misnomers and myths. We won't talk over your head and we won't be talking shop with other PR pros. Instead, it's our commitment to show you—the business leader—how to use PR in your recipe for business success.

Principal at As Such Communications

February 2004 - Present (10 years 3 months)

I started As Such Communications in 2004 as a full service marketing communications agency focusing communication and event strategy, design and execution. We specialize in taking a top of the mountain approach to communications strategy that ensures all activities stay true to an organization's current branding and messaging. We also successfully help you climb down the mountain by executing specific projects that are consistent with the overall goals of an organization.

9 recommendations available upon request

Marketing Communications Manager at 360Commerce

February 2000 - February 2004 (4 years 1 month)

Member of a 3 person team that directed all communications activity for this growing retail technology software company. Activities included planning and managing a million+ dollar communications program, executing successful pr and advertising campaigns, managing the website content, planning and executing successful tradeshows and user group meetings, managing collateral messaging and production, and working successfully with sales, product marketing, engineering and outside clients and vendors.

4 recommendations available upon request

Marketing Communications Manager at TN Technologies / Kay-Ray/Sensall

January 1999 - February 2000 (1 year 2 months)

Created, maintained, executed and analyzed effectiveness of marcom plan and budget

Skills & Expertise

Social Media

Copywriting

Public Relations

Graphic Design

Marketing
Marketing Strategy
Marketing Communications
Email Marketing
Corporate Websites
Social Media Marketing
Media Relations
Event Management
Event Planning
Corporate Events
Blogging
Press Releases
Strategic Communications
Social Networking
Corporate Communications
Facebook
Entrepreneurship
Advertising
Strategy
Start-ups
Trade Shows
Product Marketing
Web Content
Online Marketing
Brand Development
Digital Strategy
Online Advertising

Volunteer Experience

Board of Directors at Lights. Camera. Help.

July 2011 - July 2013 (2 years 1 month)

Proud have sat on the Board of Directors for this organization that helps other non-profits further their mission through the use of film.

Co-Chair and Web Communications at Freelance Austin

May 2009 - June 2011 (2 years 2 months)

Freelance Austin supports Austin-area freelancers through monthly education programming, networking events and a job bank of leads.

Co-Chair, Wonder Ball at Wonders & Worries

January 2009 - May 2011 (2 years 5 months)

I served as Co-Chair of the Wonder Ball, a daddy*daughter dance that served as community outreach and a fundraiser for Wonders & Worries. Over my 3 year reign of the Wonder Ball, we grew the event to over 500 attendees.

Education

The University of Texas at Austin

BS, Advertising, 1989 - 1993

Honors and Awards

2007 Anne Durrum Robinson Creative Initiative Award through Association for Women in Communications

Interests

marketing, public relations, design, typography, social media, advocate for cancer treatment and care (both patient and family), health/nutrition for kids (school lunches, etc)

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14 people have recommended Andrea

"I got the great opportunity to work with Andrea on our community project focused on creating social engagement and change in our city. The Social Good Summit team here in Austin was focused on launching one of the biggest mobilizing campaigns in recent history. With her expertise, care, and guidance we were able to deliver remarkable results that surpassed our goals by 40%. With Andrea's help we were able to craft the right messages, attract media attention and garner day long media coverage on all local media. Campaigns like this don't just happen overnight. If it was not for people like Andrea coming in and giving her years of experience we would have been a long way from our current stage. We are now in a place where we are poised to create a sustainable movement and truly creating community engagement from a small "Work From Home Campaign" that we started last year. I am honored to call Andrea my friend and colleague. She delivers results and is so easy to work with."

— **Ruben Cantu**, *Principal, The Core Media Enterprises*, was with another company when working with Andrea at Andris Media Group

"Andrea is a rock star plain and simple. She is as smart as she is creative! I've learned so much from her about PR, positioning and how to generate a message that people will actually respond to! I would tell you if you need someone with incredible integrity, unbridled creativity and someone who can execute it all, look no further than Ms. Schulle."

— **Steve Harper**, was Andrea's client

"Its hard to pick just one great thing to say about Andrea. She has been so instrumental in helping us in multiple functions. Her attention to detail with PR, Branding, Social Media, & graphic design are unmatched. Entrepreneurs are a different breed of thinking and Andrea is very much in touch with that style with her "outside the box" thinking and innovative ideas. I wouldn't hesitate to recommend her to anyone I know regardless of the size of the organization. In addition to work, she volunteers her time and money to a number of community organizations which meant a lot to me when searching for someone to help my business grow. "Professionals" are a dime a dozen, but finding someone who cared about making a difference in more than their own life was worth a million to me."

— **Jason Lavender**, was Andrea's client

"I am writing this recommendation for Andrea Schulle, as she is the Chair of Wonder Ball for Wonders & Worries. I was the Development Director for the organization and I supporter her as staff while she chaired

the event. WOW....is the best way to describe her! She has such a strong heart and commitment to everyone that she meets. Andrea put such passion behind everything that she does and everything she touches. Her business is thriving because of her true PR/Marketing talents. She is extremely well networked in Austin and everyone that I meet who knows her, says the same thing...WOW! She is an over-achiever, with a good understanding of how to utilize resources as needed to reach the goal and make them feel confident in their decisions. I am honored to call Andrea a friend and would happy work with her again anytime!"

— **Jennifer Parker**, *Development Director, Wonders & Worries*, worked indirectly for Andrea at As Such Communications

"Andrea is absolutely wonderful to work with. She quickly comes up with creative ideas that are right in line with what my clients need. She understands the subtle nuances of a project and delivers high quality work on deadline. Her years of experience show in both the attention to detail and the high level thinking she contributes to any project. I thoroughly enjoy working with Andrea and highly recommend her as a talented graphic designer and communications professional."

— **Keri Thomas LeBlanc**, was Andrea's client

"Andrea is a supremely client-oriented project manager and marketer (among her many talents). It has been a joy to partner with her on projects. She has great instincts as to what marketing tactics will work for a given client and that client's budget. And Andrea doesn't just go by instinct -- she has years of experience to back up her ideas. I have always enjoyed how she brings fresh ideas to every project along with an organized approach to executing them."

— **Amy Hufford**, *Principal, Stellar Communications*, was with another company when working with Andrea at As Such Communications

"Andrea volunteered her talents to design a new logo and business card for Freelance Austin, an organization to which we both belong. The patience, level of creativity, and attention to detail she brought to the pro bono project was impressive. FA now has a distinctive logo and a beautiful card to assist with its marketing efforts. I'd gladly work with Andrea again!"

— **Liz Carmack**, *Owner, Liz Carmack Communications*, was with another company when working with Andrea at As Such Communications

"Andrea and I have worked together with several clients. I love that she consistently looks out for the client's best interest and is always willing to explain the nuanced world of public relations in a way that makes sense. Our clients have seen her work pay off in tangible results, and I always look forward to new opportunities to collaborate with her."

— **Julia Kennedy Kirkland**, *Writer & Editor, Julia Kennedy Jayes*, was with another company when working with Andrea at As Such Communications

"Andrea has been able to flawlessly step in and assist my PR agency on multiple occasions, when we had time-sensitive projects. Andrea was a client of mine several years ago at 360Commerce, and it's been a

pleasure to have her work as a freelancer with my company since she left 360Commerce. She's knowledgeable, focused on deadlines and a true team player. I'll definitely be calling her again."

— **Jeff Ketner**, was Andrea's client

"Andrea is an exceptional Marketer/PR representative. She provided my company with top notch marketing and PR representation on MY budget. She treated me just like I was a big firm and got me excellent results. I highly recommend Andrea, especially if you are a small business."

— **Darline Turner**, was Andrea's client

"I worked with Andrea for almost 5 years and during that time I was able to get to know her very well, both professionally and personally. Andrea is very detail-oriented and a perfectionist when it comes down to producing quality work. She has an amazing eye for design and the ability to translate complex concepts into easy-to-understand materials. One of her strengths is definitely project management. She has a unique ability to produce amazing output, while still managing the timelines and outputs of countless others for a successful end result. Building and maintaining strong relationships with vendors was also a big plus in Andrea's skillset. Her ability to negotiate while keeping her eye on the long-term relationship, enabled our start up company to obtain top-quality services and products, while staying within our less-than-extravagant budget. Probably most importantly was her ability to work well with the Sales organization, understanding their needs and translate that into pipeline driving initiatives that drove leads and helped accelerate deals. I would definitely recommend Andrea."

— **Milly Pellizzari**, *Corporate Marketing Manager, 360Commerce*, worked directly with Andrea at 360Commerce

"Andrea is a creative thinker who will consistently bring good ideas and the strongest skill sets together for success. Detail oriented, conscientious and thorough, Andrea always made sure the work product we produced through her team was accurate, compelling and concise. I highly recommend Andrea as she brings a wealth of marketing and communications experience to any organization."

— **Angella Emmett**, *Manager, Sales Operations, 360Commerce, Inc.*, worked with Andrea at 360Commerce

"I worked directly with Andrea at 360Commerce and found her to a talented and engaging colleague. Through the years since then I have followed her as she built As Such Communications and recommend her highly to businesses who need graphic, PR and other communications work. She's great!"

— **Charlie Jackson**, *Product Marketing Manager, 360Commerce*, worked with Andrea at 360Commerce

"Andrea is detailed oriented and focused on achieving desired outcomes. She was very targeted with the advertising campaigns she ran with our publication. Whether it was at trade shows, conferences, or over the phone, Andrea is always doing what was best for her company. She was a real pleasure to work with. I would highly recommend Andrea. She is a true professional."

— **Ed Cleary**, *Publisher, Integrated Solutions for Retailers*, was with another company when working with

Andrea at 360Commerce

[Contact Andrea on LinkedIn](#)