

# ANDREA ROWE RICHARDS

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## SUMMARY

Results-oriented marketing & media relations professional with previous experience in city government & management of business improvement districts. Energetic in forming community partnerships around creative ideas. Specializing in guiding small business owners through promotional opportunities and demystifying the tools to reach a targeted audience.

## EXPERIENCE

FRESH COAST PR  
*Owner/Consultant*

5/16 to Current

- Public relations plans, marketing communications and special events coordination  
Specializing in creating affordable plans that nonprofits and small businesses can execute with some brief training. Content creation, social media strategies.

PLAISTED GROUP/THE EAST SIDE BID  
*Executive Management Services Coordinator*  
*The East Side BID Marketing & Events Director*

5/12 to 11/16

- Provided Business Improvement District management services, consultation and support to three BIDs.
- Involved in most aspects of The East Side BID from the admin/budget process, Architectural Review Board support and outreach to new businesses in the BID to explain programs and development processes.
- Marketing & Events Direction: rebranded the image to promote the funky balance of East Side assets. Promoted the arts and positive university influences on the energy of the neighborhood. Partnered with Peck School of the Arts on a year of promotions to include local businesses. Partnered with Milw Film Festival on local business tie-ins and discounts. Directed the overhaul and rebranding of The East Side website, providing all content. Launched energetic content marketing via website & social media. Coordinated all aspects of event budgeting. Added new elements to signature events to further brand the neighborhood and increase attendance. Secured sponsorships and added individual media partnerships for each music stage. Veteran media spokesperson.

CITY OF MILWAUKEE  
*Communications Director*

10/04 to 12/09

Provided strategic direction of public relations on key economic and community development issues. Managed all media and community relations activities for Department of City Development, the Redevelopment Authority of Milwaukee, the Milwaukee Economic Development Corporation, the Housing Authority of the City of Milwaukee and Office on Environmental Sustainability (Mayor's Green Team)

## **ADDITIONAL PROFESSIONAL EXPERIENCE**

PUBLIC RELATIONS CONSULTANT 2/03 to 10/04

WISCONSIN STATE SENATE *Communications Director, Senator Burke* 3/02 to 2/03

DEMOCRATIC PARTY OF WISCONSIN *Communications Director* 7/01 to 3/02

BLUE CROSS BLUE SHIELD UNITED OF WISCONSIN *Corporate Communications Coordinator* 11/00 to 7/01

CITY OF MILWAUKEE *Legislative Aide* 5/97 to 11/00

WUWM-FM MILWAUKEE PUBLIC RADIO *Morning Edition Host/Reporter* 12/92 to 5/97

## **EDUCATION**

Earned BA in Mass Communication and Political Science from the University of Wisconsin Milwaukee. Professional development has included webinars by International Downtown Association, National Association of Government Communicators seminars, Public Relations Society classes and technical tutorials to use specific software for publication/graphic design.