

Andrea Garnant

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PASSIONATE CREATOR | HIGHLY ADAPTABLE RESULTS DRIVEN LEADER

It's about word choice. The right words can make a reader turn the page or set a book down, flip the channel or pay attention, scroll past the ad or click through the link. I hope you keep reading.

The right opportunity for me provides workdays filled with ideation, writing, designing, collaborating, brand building, and storytelling. Consistency is key for any brand. For a creative mind like mine, I also need variety in the work. I love to teach, am detail oriented, and a strong copy editor.

I have decades of experience that began in video production and news photojournalism, transitioned into client video marketing, and later, I led multiplatform marketing for television news and local businesses.

EXPERIENCE

[WOI/KCWI; Director of Marketing](#) | May 2008–January 2025

Developed all marketing strategies, oversaw brand, determined and placed advertising buys and directed the creative process for station marketing and internal communications. Managed projects and priorities, balancing needs of station and client marketing. Hired, developed and led a team to brand build through innovative multiplatform media. Built strong relationships with local businesses and organizations.

Worked with local organizations to create real impacts for our communities. Led annual holiday meal giveaway, partnering with businesses to provide local families with holiday meals.

Represented a nine-state region of ABC affiliates on the ABC Marketing Advisory Board. Communicated concerns to the ABC Affiliate Marketing Team and collaborated with them to develop joint opportunities and share progress with affiliates.

(Roles over 16-year tenure: Promotions Mgr., Creative Services Mgr., Creative Services Shooter/Editor)

[Des Moines Playhouse; 'Countdown to 100' Committee Volunteer](#) | January 2016–February 2018

Developed events and plans to promote them leading up to the organization's 100th anniversary.

EDUCATION

Drake University
Des Moines, IA

BA–Journalism &
Mass Communication

Major–Radio and Television
Production with
Concentration in English

Minors–Film; Sociology

Journalism GPA: 4.0
Overall GPA: 3.63

[KCCI; Engineering Operator](#) | June 2006–May 2008

Live van operation, technical direction, and studio camera operation.

[KDSM; Photojournalist](#) | May 2005–February 2006

Collaborated with reporters to produce community centric news stories for the Des Moines and Cedar Rapids markets (KGAN). Role included linear editing, live van and studio equipment operation.

[WCCO; Special Projects Intern](#) | May 2004–August 2004

Attended news meetings, observed journalists' field work, wrote and edited own versions of stories, logged and transcribed tape.

[ABC News; Iowa Caucus Intern](#) | January 2004

Assisted television personnel in national coverage of the Iowa caucuses.

SKILLS

Attention to detail
Communication
Writing & copy editing
Design & composition
Video Production
Brand elevation
Fostering collaborative environments & team building
Marketing strategy
Quality & results
Bold Ideation
Innovation

PROGRAMS

Adobe Creative Cloud
Microsoft Office
Social News Desk/Heymarket
Second Street/Rise Vision
File Sharing: Box/Dropbox
WeTransfer/FTP/FSTP
Teams/Zoom
WideOrbit

[Drake Broadcasting System; President/Producer](#) | January 2003–May 2006

Led students in production of college radio and television programs. Roles during tenure included developing, producing and directing live and as-live programs targeted to college students.

AWARDS

- [Regional Emmy® Award nominations](#) for “We Are Iowa Strong” in category *Program/Image Promotion (Single Spot)* (2022) and “We Are Iowa Loving Living Local Image Campaign” in category *Promotion: News - Image* (2018).
- [Telly Awards](#) for “The Amy Stephens Show” (Spring 2005) and “Drake @ 125” (Spring 2006)
- [Ed Vilimek Outstanding Radio-TV Senior Award](#): April 2006
- Voted [Best Field Photographer, Best Technical Director, and Most Valuable Contributor](#); “DrakeLINE”; April 2006
- Iowa College Media Association; [Best Newscast: 3rd Place](#) for “DrakeWatch”; February 2005
- Broadcast Education Association; [Harold E. Fellows Scholarship](#): Fall 2004

TLDR

If I still have your attention, or caught it with this header, here’s a final note of what you can expect from me, if I were to join your company:

Excels in communication and fostering collaborative environments to develop engaging and innovative content. Strong attention to detail and dedication resulting in high-quality, compelling campaigns that elevate brand and drive product consumption.

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