
Andrew Weiglein

Marketing Manager

Balancing the business needs of a growing company while guiding young talent toward professional goals has been a rewarding challenge throughout my career.

MA English | BA Psychology | BA Philosophy | BA English

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**Student Union,
Inc. of SJSU /
Marketing &
Information
Services
Supervisor**
NOVEMBER 2013
TO PRESENT

My team of five designers, one photographer, and one writer creates all marketing and advertising collateral company-wide. I steer branding, image, and voice in print and online. Our materials effectively target multiple market segments both on and off campus, driving programming engagement, ticket sales, and Spartan Recreation membership.

- Hire, onboard, train, mentor, and develop student staff.
 - Create and maintain a unified company image across print, digital, and social marketing while maintaining editorial and visual identity in accordance with both university and corporate standards.
 - Spearhead the development and implementation of branding for the upcoming 128,000 sq. ft. Spartan Recreation and Aquatic Center and the recently opened 235,000 sq. ft. Diaz Compean Student Union campus life center.
 - Interface with other campus stakeholders on interdepartmental marketing, such as the university's app, websites, calendars, outreach events, and direct marketing programs.
 - Deploy frequent content and design updates to Student Union, Inc. websites via the university's Content Management System.
 - Consult and support on the social media efforts of our company's public-facing departments and programs.
 - Work with student employees to encourage personal and professional growth while facilitating their academic success.
 - Utilize learning-outcomes based assessment to achieve individual and department goals for student employees.
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**Student Union,
Inc. of SJSU /
Technical Writer**
AUGUST 2004 -
NOVEMBER 2013

Responsible for all written material produced by the company, I composed reports, Handbooks, brochures, and everything else we make. During my time in this position, I jumped at leadership opportunities and helped the department expand its functions to encompass the image and brand of the company.

- Composed, edited, and revised written content for all marketing efforts of the Student Union, Inc., including brochures, posters, websites, reports, etc.
 - Coordinated with a team of Graphic Designers to create a singular voice for the company that overlapped our company's many functions.
 - Maintained existing company and university standards for image, production, and quality.
 - Developed and performed company-wide diversity and professional development training workshops as part of the Intercultural & Development Committee.
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**Jolly Andy
Officiant
Services /
Wedding
Officiant**
JUNE 2011 -
PRESENT

In 2011, I became ordained to officiate a friend's wedding and performed a handful more for friends and family. Since then, I've fallen in love with the process of meeting with diverse couples and helping them have the wedding ceremony they want. Specializing in custom, nerdy ceremonies, I've performed everything from tree plantings and tea ceremonies to *Game of Thrones* cloakings and confidential, private ceremonies.

- Manage an online presence across multiple wedding services listings.
- Meet with, contract, and interview client couples.
- Write custom ceremonies tailored to each couples' unique relationship.
- Perform ceremonies in front of audiences ranging from 2 to 250.