

ANDREA TRIPP

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SUMMARY

Strategic content leader with 15+ years of experience in the higher ed and SaaS industries. Proven success in UX design, writing, content architecture, and cross-functional collaboration. Builds scalable, innovative content systems that drive engagement, support recruitment, and reflect organizational values.

PROFESSIONAL EXPERIENCE

Contract Marketing Associate (May 2025 - present)

Unity Environmental University Distance Education in New Gloucester, Maine

- Developed and led UX content strategy and execution for Unity's new Distance Education Orientation that included 12 new pages in the Stratus Student Portal and introduced gamification.
- Refined voiceover scripts, recorded the voiceover, and created screen captures for 8 training videos.
- Conceptualized a student-facing character designed to enhance brand connection and engagement within orientation content and worked with a colleague to bring them to life.
- Audited the application process and provided recommendations for an A/B split test that would test the hypothesis that reducing the number of application steps will increase application engagement.
- Leveraged AI tools (e.g., ChatGPT, Figma plugins, and Opinion Stage AI tools) to enhance productivity and content quality, while preserving human-centered tone and voice.
- Introduced scalable content workflows in Asana and Figma to improve internal collaboration and efficiency
- Applied accessibility best practices as well as GEO and SEO principles to make complex content (e.g., charts, quizzes, tutorials) usable and discoverable.
- Collaborated with advising, digital experience, and IT to ensure accuracy, relevance, and brand alignment.
- Adapted quickly to changing priorities, delivering high-quality work with minimal direction and oversight.

Associate Director of Web Marketing (2018 - 2025)

Interactive Marketing Manager (2011 - 2018)

University of Southern Maine in Portland, Maine

A public university with three campuses offering over 300 undergraduate and graduate programs

- Led strategy and content development for the university's website redesign, resulting in a 70% increase in user engagement.
- Managed governance for the 5,000-page website, aligning voice, tone, and structure with institutional priorities, inclusive language practices, and accessibility standards (WCAG 2.1).
- Created editorial style guides and content templates to support decentralized content authors and ensure brand and UX consistency across departments.
- Oversaw major content initiatives for student recruitment, retention, and alumni engagement, including integrated campaigns, storytelling, and landing pages.
- Partnered with faculty, enrollment, DEI offices, and IT to develop and maintain high-impact, audience-centered content with clear outcomes.
- Championed the use of user research and analytics to continuously improve web content, navigation, and calls to action.
- Supervised a team of digital marketing professionals, mentoring their growth while improving internal workflows and creative output.

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Product Marketing Manager (2006 - 2011)

Marketing Program Manager (2005 - 2006)

WEX in South Portland, Maine

A global commerce platform with SaaS solutions for fuel and fleets, employee benefits, and business payments

- Created modular content strategies for multi-product campaigns, ensuring messaging was user-centered, scalable, and aligned with brand voice.
- Collaborated with UX and product teams to refine content architecture for onboarding flows and microsites, improving clarity and conversion.
- Developed persona-based content for acquisition campaigns, including email, landing pages, videos, and webinars—driving qualified leads.
- Contributed to microcopy, naming conventions, and in-app messaging to enhance product usability and reduce customer confusion.
- Led a multivariate content ROI test that informed digital strategy and improved conversion rates.
- Created sales enablement content such as pitch decks, webinars, sell sheets, case studies, whitepapers, tradeshow materials, and other print collateral.

VOLUNTEER WORK

Co-Chair, Communications & Resources Committee (2024 - 2025)

Inclusion, Diversity, & Equity Council (IDEC) at the University of Southern Maine

An action-oriented group of students, faculty, & staff working to ensure USM is diverse, equitable, and inclusive

- Created and executed a strategic content plan for IDEC-support events aligned with their mission.
- Developed a recruitment strategy for new members, yielding a 20% increase in membership.

Marketing Communications Committee Member (2018 - 2021)

Digital Collegium (formerly HighEdWeb)

A community dedicated to advancing digital innovation in higher education

- Served as the Interim Chair of the Marketing Communications Committee in 2020.
- Developed blog articles for *Link: The Journal of Higher Education Web Professionals* (link.highedweb.org).

TECHNICAL SKILLS

Adobe Creative Suite	Facebook	iMovie	Microsoft Office
Adobe Photoshop	Figma	Instagram	Photography
Adobe XD	Google Analytics 4	Kaltura	PhotoShelter
Asana	Google Search Console	LinkedIn	Salesforce
Brightspace	Google Tag Manager	MailChimp	WordPress
Drupal	HTML/CSS	Marketing Cloud	X (Twitter)

EDUCATION

BA in Communication

Minor in Public Relations

University of Maine in Orono, Maine

Magna cum laude; high honors