



Drew Burns, CAE

Phone

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Email

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Location

Brooklyn, New York

Portfolio Link

Education

2020

Certified Association Executive
American Society of Association Executives

2009

Bachelor of Science
Michigan State University

Skills

Branding and Marketing Strategy

Content Development/Copywriting

Strategic Planning

Graphic Design/Figma

Fundraising and Events

Asana/Zoho/Personify/Slack

Wild Apricot/MemberClicks

Membership

ASAE

MSAE

DREW BURNS

Strategic Planning - UX Design - Marketing - Content Development

WORK EXPERIENCE

TEAM WEDNESDAY

2023 - Current

Owner and Lead Consultant

I collaborate with diverse organizations to cultivate strategic marketing initiatives, operational blueprints, and dynamic creative content.

Client Marketing Results and Milestones

- Newsletter design resulting in over 20% increase in open rates.
- Organic social media campaigns and content development increasing engagement by 10% on average.
- Video development projects driving views and increased web traffic.
- SEO optimization and website build for localized lead generation.

Association Strategic Planning Work

- Survey and strategic interview campaign development resulting in insights and data from hundreds of industry stakeholders.
- Data analyzation and report development.
- Leading in-person strategy sessions.
- Production of 5 year strategic plans with goals, measurable objectives and tactics.

NGAGE MANAGEMENT

2022 - 2023

Society for Advanced Body Imaging, Sylvan FOA

Association Director

Transitioned 2 clients to NGAGE, including daily operational, marketing, membership, sponsorship, event, and UX design needs. Projects of note include launching a new learning management system, increased membership revenue and profitable annual conferences for both clients.

AMERICAN CONCRETE INSTITUTE

2017 - 2022

Association Director

NEU Center, 2022

Great Lakes Cement Council, 2020-2022

Slag Cement Association, 2017 - 2022

I worked with multiple trade association clients developing a variety of strategic marketing programs and events. Regular responsibilities included day-to-day operations, annual budget management, and strategic planning initiatives. Milestones include:

- Over 10% market share growth year over year for the SCA.
- Coordination of the great lakes regional grant funding program for trade associations.
- Assisting in the launch of the NEU Center; working with member companies like Meta and Breakthrough Energy.

PLANTERRA

2015 - 2016

National Accounts, Marketing and Brand Manager

Coordinated and managed all marketing and branding initiatives across Planterra's three business sectors including the content and website development, advertising creation, and communications oversight. Oversight of national partner account programs including the logistical coordination of work delivery for over 290 locations in North America.

REFERENCES

Stella Husch

Owner, Strive RTS

Phone: (248) 561-5661

Audra Bohn

President, Sylvan FOA

Phone: (978)-257-3888