

ANDREW RANALLO

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PEOPLE-FIRST CREATIVE + STRATEGY

On paper, I'm a seasoned storyteller and design strategist. On creative teams, I'm a booster rocket for good ideas, a listen-first-talk-later collaborator, and a true believer that people always come first.

EXPERTISE

CREATIVE STORYTELLING

Award-winning, genre-crossing, and jam-packed portfolio of copywriting, user experience design, and brand narrative development.

DESIGN STRATEGY

Diverse experiences in digital, print, UX, and campaigns for Fortune 100 companies, tiny nonprofits, and everything in between.

RELEVANT EXPERIENCE

NARRATIVE DESIGN LEAD

08/22–Present

Kyndryl, New York, N.Y. (Remote)

- Leading narrative strategy for priority client engagements, including Ford, American Airlines, and Marriott International.
- Facilitating strategy and design consultative workshops with key client partners.
- Conducting customer research, developing strategic insights, and driving integrated tech solutions.
- Evangelizing design team success stories externally and across the organization.

SR. COPYWRITER

04/21–08/22

Horizontal Digital, Minneapolis, Minn.

- Led copywriting and content strategy on key accounts, including Andersen Windows, Wealth Enhancement Group, and Cadence Bank.
- Provided and employed strategic insights to help clients connect narrative brand strategy, information architecture, and UX.
- Pitched, presented and defended compelling client work to win, expand, and maintain key relationships.
- Collaborated with development, SEO, visual design, and UX teams to drive client success.

SR. CONTENT STRATEGIST, WRITER

05/20–04/21

U.S. Bank, Minneapolis, Minn.

- Developed strategy and content for customer-facing videos designed to increase mobile app engagement.
- Designed and managed high-volume editorial workflow across multiple contributors and stakeholders.
- Provided UX, content strategy, and copy oversight for multiple digital products.
- Contributed thought leadership to the broader content strategy community.

CONTENT EDITOR / SR. COPYWRITER

04/18–05//20

ICF Next (fka Olson), Minneapolis, Minn.

- Provided content strategy and copywriting for B2B, B2C, UX, video, and editorial deliverables.
- Managed additional copywriting resources and content strategy on large, anchor account.
- Led copy-driven collaboration with design teams, SEO, brand strategists, and executive leadership.
- Promoted to manage editorial content strategy and workflow after 1.5 years on the team.

ADDITIONAL EXPERIENCE

- **Marketing Manager** – UMN Medical School, 08/17–05/18
- **Digital Producer** – American Craft Magazine, 01/15–08/17
- **Communications Director** – MNKINO, 03/14–03/16
- **Communications Associate** – Institute for Agriculture and Trade Policy, 07/09–01/15