Drew Anthony Kartos

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EXPERIENCE

Digital content specialist
Children's Hospital Colorado | Aurora, CO | October 2021 to present

- Launched and currently manage the B2B @ChildrensCO_Pro X channel for healthcare providers
- Contributing writer for a quarterly medical research magazine, both in print and digital formats
- Generated web content with an emphasis on search engine optimization
- Supported the successful launch and ongoing management of a new blog platform
- Digital lead for breathing, endocrinology, digestive and nephrology service lines

Communications consultant
Multiple agencies | Golden, CO | October 2021 to present

- Past clients: National Renewable Energy Laboratory, Boulder County Public Health, Colorado Department of Revenue, The Beauty Rehab, Denver Distillery, Coze Golden, High Five Access Media
- Provided a variety of services, including content management, video/photography, digital advertising, traditional advertising and public relations support

Webmaster and social media manager
Colorado Department of Public Health & Environment | Denver, CO | December 2019 to October 2021

- Led the creation of Colorado's flagship COVID-19 information website, generating over 100M+ pageviews
- Managed the technical migration and consolidation of the main website and five minisites, improving user experience and digital accessibility
- Provided technical support and UX project management to over 50 web editors
- Achieved exponential growth in social media engagement, increasing Facebook followers by 600%, Twitter by 544%, and Instagram by 900%
- Produced a wide array of digital content, including blogs, videos, infographics and graphics
- Appointed as the digital media lead for Colorado's Joint Information Center during the COVID-19 pandemic

Public affairs coordinator
Jefferson County Public Health | Lakewood, CO | October 2017 to December 2019

- Managed and optimized digital content across the website, generating over 1M+ impressions annually
- Designed and produced legislative briefs, presentations and data visualizations, supporting policy advocacy and public health initiatives
- Contributed editorial and copywriting skills for the Community Health Needs Assessment
- Facilitated stakeholder engagement for the Community Health Improvement Plan, fostering collaboration and identifying goals

Program coordinator
Bright Future Foundation | Avon, CO | August 2014 to October 2016

- Developed and implemented an evidence-based violence prevention curriculum, reaching over 700 students
- Managed and reported on grant projects totaling over $150K
- Successfully expanded and rebranded a mentorship program, doubling the number of volunteers

Marketing and membership coordinator
Eagle River Youth Coalition | Avon, CO | August 2013 to August 2014

- Developed and executed a strategic marketing plan for the organization's long-term sustainability
- Coordinated membership services for over 20 youth-serving organizations
- Administered the Healthy Kids Colorado Survey to over 2,000 students

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EDUCATION

University of Wisconsin - Milwaukee | 2013
Master's of Public Health - Communications Emphasis

University of Wisconsin - Oshkosh | 2009
Bachelor's of Science - Healthcare Biology

General Assembly | 2021
UX design boot camp

Google UX Design Certificate | 2023

TECHNICAL + SKILLS

- **Digital analytics**
  - Google Analytics, Pixel, Google Tag Manager, CrazyEgg
- **UX/Front-end design + usability testing**
  - Balsamiq, Sketch, Adobe XD
- **Graphic design**
  - Adobe Illustrator, Indesign
- **Photography**
  - Adobe Lightroom, Photoshop
- **Videography + editing**
  - Adobe Premiere, After Effects
- **Content management**
  - Drupal, WordPress, Squarespace, Optimizely
- **HTML + CSS**

- **Digital advertising**
  - Google Adwords
- **Copywriting + editing**
  - AP Style
- **Social media**
  - Sprinklr, Hootsuite, Sprout, Meta/Twitter Ads
- **SEO + SEM**
  - Google Keyword Tool, SEMRush, Screaming Frog
- **Customer relations management**
  - Salesforce
- **Digital accessibility**
  - SiteImprove, Monsido