

ANDRES CAAMANO

Nashua, NH 03063-3023

LinkedIn profile: www.linkedin.com/in/andrescaamano/

Portfolio site: <https://andrescaamano.com>

(603) 682-5701

Email: andres@andrescaamano.com

COMMUNICATIONS SPECIALIST | COMMUNICATIONS MANAGER

- Communications professional with 15+ years of experience delivering user-centered, multi-channel content across digital, intranet, and internal platforms, with a focus on clarity, usability, and audience engagement.
- Proven ability to translate complex technical and service-related information into clear, actionable communications that support end users and improve overall content experience.
- Experienced in managing end-to-end content processes, aligning cross-functional stakeholders, and standardizing messaging across teams to ensure consistency, accuracy, and scalability.
- Data-driven communicator leveraging Adobe Analytics and Google Analytics to evaluate performance, optimize content strategy, and continuously improve engagement and effectiveness.
- Collaborative and service-minded, with a strong track record of supporting enterprise content environments, improving workflows, and delivering high-quality communications in fast-paced settings.

CORE COMPETENCIES

- Proficient in Microsoft 365 products (Word & Excel); Google Docs
- Expertise in WordPress CMS, HTML, SharePoint, Canva & Leena AI
- Notable Adobe Creative Suite skills using InDesign & Photoshop
- Experience in Hootsuite, Adobe Acrobat Pro, Illustrator & InCopy
- Skilled in performance metrics (Adobe Analytics & Google Analytics)
- Comprehensive knowledge of Associated Press style

PROFESSIONAL EXPERIENCE

Content Producer | Church Facilities Expo | Framingham, MA | May 2020 - October 2021 and July 2025 - present

Write, handle research and edit website content, increasing engagement as subject matter expert, along with managing completion of periodic case studies with a focus on emerging technologies for audio, video and lighting for houses of worship.

Key Accomplishments

- Successfully gained attention for brand with thought leadership and case studies, while promoting a successful inaugural in-person conference in 2021.

Senior Digital Content Creator | Fidelity Investments (Contract) | Merrimack, NH | November 2025 - February 2026

Edited content, language, researched and confirmed changes to company 401(k) account and financial services information across an array of digital platforms, ensuring consistent language and accuracy for content provided to telephone agents.

Key Accomplishments

- Assisted in completing large-scale number of updates for the Digital Content and Solutions Team on various 401(k) plans at the start of the calendar year.

Communications Specialist | Beacon Mobility | Chelmsford, MA | May 2021 - June 2025

Led content creation and service-oriented messaging for employee app, along with completing updates for intranet and websites. Managed internal publications and owned newsletter creation. Tracked KPIs for employee engagement. Collaborated with leadership on video projects, editing clips for the app and websites.

Key Accomplishments

- Guided projects and designed daily content for internal communications app, and directed launch of redesigned app to improve user experience, along with increasing employee app engagement by 20 percent.
- Mastered monthly production of employee newsletter, distributing to an audience that grew by 400 percent over four years, across 30 partner companies.
- Managed and completed web design relaunch of 12 partner websites over 15 months, working in collaboration with partners to ensure a smooth launch.
- Led and completed project to shift one-third of digital signage screens from Mini PCs, eliminating managed service fees, saving the company \$60,000 a year.
- Designed and implemented monthly "A Day In the Life" newsletter feature, which soon after was adopted as a tool to inform potential job candidates.
- Developed a one-hour Teams training program to guide those designated to load digital signage content on location, training 40 managers in the first month.
- Championed improvement of company messaging at locations, increasing the number of digital signage screens on-site by 20 percent (to 190) in five months.
- Grew the frequency of safety message and leadership videos to employees from quarterly to monthly, handling the editing and planning of such projects.

Content Manager | Technologies for Worship Magazine | Waterdown, Canada | October 2020 - June 2024

Composed writing content on a consistent basis for print magazine and online, in addition to working to conduct research for case study articles. Interviewed tech team and integrator thought leaders for long-form pieces. Drove content strategy for growth of target audience via social media.

Key Accomplishments

- Devised social media plan to grow audience by 20 percent in first year, increasing exposure of the website brand using Facebook and Twitter (now X).

ANDRES CAAMANO

Nashua, NH 03063-3023

LinkedIn profile: www.linkedin.com/in/andrescaamano/

Page 2

Portfolio site: <https://andrescaamano.com>

(603) 682-5701

Email: andres@andrescaamano.com

Content Marketing Manager | 1 Beyond | Charlestown, MA | January 2020 - May 2020

Crafted and edited promotional documentation for digital and print campaigns, along with social media posts. Coordinated marketing planning efforts. Developed media relations outreach, audience development and marketing strategies, while leading efforts to optimize campaign planning.

Key Accomplishments

- Created content strategy plans on a short timeline with scheduled articles tied to updates, emails, and posts across various social media platforms.

Content Producer | Informa [Worship Tech Director] | Westborough, MA | December 2017 - December 2019

Edited and owned workflow associated with content writing and website maintenance via Drupal-based content management system, as well as content development for print packages, daily social posts and email blasts. Built and managed editorial calendars based on daily data-driven insights.

Key Accomplishments

- Over a four-year span, increased the number of followers with for the online publication by more than 500 percent, across Facebook and Twitter.
- Increased daily website content by 25 percent, to over 300 submissions in 2019, along with expanding freelance roster to more than 80 writers.
- Improved daily site traffic by 20 percent in one year and increased average time on site by 15 percent, following website redesign and use of analytics.
- Created and built WordPress site for New Product Awards and Solomon Awards, to highlight nominees and winners in 2018 and 2019.

Site Editor | EH Media [Worship Tech Director] | Framingham, MA | November 2015 - December 2017

Managed a variety of self-written and recruited content for online-only publication, offering solutions to house of worship tech teams, as well as ministry-related items, on a daily basis. Quickly became a champion of content and strategic initiatives, building its following by way of reader loyalty growth.

Key Accomplishments

- Utilized analytics and content calendar management to measure engagement and guide content strategy, resulting in significant daily website traffic improvement (over 60 percent between the first and second year), along with improving average session time and average pageviews per visit.

ADDITIONAL EXPERIENCE

Copy Editor | Patriots Football Weekly | Foxborough, MA | August 2014 - February 2015

Edited and proofread Patriots Football Weekly newspaper pages prior to publication on game days/nights, ending with the New England Patriots winning Super Bowl XLIX. Wrote and edited photo captions and story headlines prior to print production of each issue.

Key Accomplishments

- Successfully completed necessary edits and provided headlines on time for each Patriots Football Weekly issue, covering 23 games over the season.

Copy Editor/Web Editor | New Hampshire Union Leader | Manchester, NH | May 2014 - October 2014

Executed page design, paired with writing and editing headlines for front page and other sections. Assisted editorial leadership with editing and proof-reading for three daily editions. Loaded local news and sports web content onto newspaper website, using Saxotech CMS.

Key Accomplishments

- Stepped into the role by beginning to build pages using CMS on the first day, and regularly worked overtime shifts to fill in as staffing needs arose.

Senior News Editor/Newspapers In Education Director | The Gardner News | Gardner, MA | September 2009 - April 2014

Managed design and editing for news and supplement pages. Supervised and provided mentorship to reporters and interns, along with assigning work.

Key Accomplishments

- Authored over 600 columns over a nine-year span, covering topics ranging from local news to athletics.

Assistant Editor/Newspapers In Education Coordinator | The Gardner News | Gardner, MA | October 2004 - September 2009

Designed and finalized layouts for local news, supplement and sports pages. Directed correspondents, interns and five reporters on a daily basis.

Key Accomplishments

- Restarted internship program, training one to four area high school or college students on writing for news stories, photography and page design.

AWARDS

New England Associated Press News Executives Association | Boston | September 2011

Third place, Sports Columns, Class III (Under 40,000 circulation)

EDUCATION

Northeastern University | Boston

Bachelor of Arts in Journalism, Print Media