

# Andrew J. Wade



42703 Capitol Rd. ● Novi, MI 48375 ● Phone: (918) 629-9783 ● E-Mail: wadea1355@gmail.com

## **Education**

*Central Michigan University*

Mount Pleasant, MI

Bachelor of Music Education: April 2016

- Michigan Standard Teaching Certificate
  - Secondary Endorsement: Music Education (JQ) K-12 (Exp. 6/30/2025)
- Awards and Distinction
  - Dean's List/Fall 2013 - Spring 2016
  - Robert D. Hays Award for Excellence in Jazz
  - Grant G. Skomski and Mary Jane Flanagan Award for Instrumental Music

## **Experience**

***Program Director, Huron Valley Percussion***

*Lakeland High School*

*September 2019 - Present*

- Responsible for coordinating and managing the day to day operations of a competitive music performance program of 10 Staff members and 60 students.
- Manage the equipment procurement/inventory, financial budget, staff scheduling, transportation management and rehearsal facility arrangements.
- Assist in communal awareness of a grant proposal that approved \$1,250,000 to be allocated to restocking and replacing inventory.
- Build and maintain cooperative working relationships with team members by communicating information, responding to requests in a timely fashion, building rapport with parents, and participating in problem-solving efforts.

***Social Media Manager***

[Paddlebots Instrumental Group](#)

*March 2017- Present*

- Launched a social media campaign that increased followers by 68% over the span of 6 months over Facebook.
- Assisted in the promotion of an album release which resulted in a sold out album release event.
- Promote shows and events to increase ticket sales using Facebook and Instagram Ads.
- Develop and adapt a social media communications plan to align goals across all personnel.
- Participate in keyword research to maximize search engine optimization for their website.
- Coordinate with videographers and photographers to ensure quality and consistency in content aesthetic.

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## **Content Creator and Manager, Artist Relations**

*Beneath the Beat Podcast*

*September 2020 - Present*

- Assess engagement analytics on a weekly basis to ascertain a 90% positive interaction progression weekly since launch. Manage artist outreach and communication to develop regular content turnaround.
- Create strategic content for Instagram, Facebook, Youtube, Twitter, Tik Tok, Spotify and Apple Music to engage a broader audience. Develop appealing graphics and thumbnails to promote content and brand awareness.
- Record, edit and produce video content on a tight deadline to ensure consistent social media presence.

## **K-12 Education Specialist**

*Huron Valley School District, September 2019 – Present*

*Plymouth Canton Community Schools, January 2017- March 2020*

- Successfully developed, implemented and managed an elective class that attracted 30+ students in the first year of existence.
- Responsible for training and education of over 100 students and communication with all parents on student progression to facilitate success.
- Accountable for continuous assessments and assigned appropriate semester goals based on student capabilities.
- Adapted effectively to teaching a virtual based curriculum through Zoom and Google Classroom based on school district and federal health regulations due to COVID-19.

## **Marching Arts Experience**

- Crossmen Drum and Bugle Corps (Member/2011)
- Central Michigan Marching Band (Member/2011)
- Madison Scouts Drum and Bugle Corps (Member/2012)
- North Coast Academy (Member/2010-2013)
- Blue Stars Drum and Bugle Corps (Staff/2013-14)
- Legends Drum and Bugle Corps (Staff/2015-2018)

## **Technical Competencies**

All Social Media Platforms  
Adobe Creative Suite  
Canva  
Final Cut Pro and iMovie  
Google Applications and Analytics

Microsoft Office applications  
SEO  
Band Window  
Constant Contact  
MailChimp