
TEAM BIOS

ANDREW MYERS

DIRECTOR OF CONTENT STRATEGY

Mr. Myers believes that communicating the right message at the right time to the right audience using the right channel is critical to developing a valuable brand. His early career, spent in radio and television, taught him the power that compelling language and evocative imagery has to influence perceptions and change minds. He honed his skills at a young age while working to develop impactful marketing communications for National Public Radio where he initiated and led the development of the NPR Member Station website in 1995.

Later, as both a staff writer and a freelancer, Mr. Myers wrote and developed creative materials for clients such as Deloitte Research, Fannie Mae, America Online, the U.S. Department of Justice, and the Small Business Administration. As a Lead Content Strategist for Scient, Mr. Myers developed brand strategies, website design, information architecture, and content for clients including DuPont, Harrods of London, Mitsubishi, Wards, Matco Tools (a division of Danaher), and Eastman Chemical.

Mr. Myers' recent projects include brand strategy for Sweetgreen, an environmentally conscious restaurant, and web initiatives for the U.S. Green Building Council (USGBC), as well as copywriting for the Environmental Agency- Abu Dhabi.

Known as "the man with the message," Mr. Myers focuses on bringing our clients' brand strategies to life through language. He brings his extensive experience writing for print, television, radio, and the web to Unison, where he has also served as a business process analyst, information architect, senior project lead, and brand architect.

Mr. Myers holds a B.A. in History (Magna Cum Laude) from the University of Michigan and a Certificate in 16mm film production from New York University's School of Continuing Education.

