



Executive Summary

Communications, brand and digital publishing trailblazer with 30 years of experience transforming ideas into stories that move, engage and drive business impact. A founder, strategist and creative executive recognized for identifying narratives that define organizations, inspire teams and drive measurable growth. Entrepreneurial vision with executive communications expertise to connect brand, strategy, and purpose — translating complex ideas into clear, resonant messages that make a difference.

Specializes in transforming limited resources into creative opportunities — building systems, stories and campaigns that deliver enterprise-level results with start-up agility. In the C-suite or on the ground floor, delivering innovation, precision, and measurable outcomes under tight budgets and tighter timelines.

Websites and Social Links

Portfolio:
andytarnoff.com

Deep Dive Podcast Network:
youtube.com/@DeepDivePodcastNetwork

Published Work:
onmilwaukee.com/by/andytarnoff

LinkedIn:
linkedin.com/in/andy-tarnoff

CREATIVE
STRATEGIST.
COMMUNICATIONS
LEADER.

 Milwaukee, Wisconsin
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Professional Experience

UMOS, Inc.
Milwaukee, Wis.
January 2025-Present

Director of Communications

Key Achievements

- Leads integrated communications for a \$98M, multi-state organization — reimagining how internal, external, and board-level stories are shared.
- Developed and implemented a unified brand strategy and digital transformation initiative to elevate visibility, engagement, and consistency.
- Created and produced case study videos, annual report and campaigns that position UMOS as a thought leader in workforce, education, and social services.
- Rebuilt the organization's website, social media and content infrastructure, modernizing how UMOS communicates across five states and multilingual audience.
- Delivers enterprise-level communications outcomes as a one-person department through efficiency, cross-departmental collaboration, and strategic prioritization.
- Partners with executive leadership on crisis communication, strategic messaging, and board relations — serving as a trusted communications advisor to the CEO.
- Assists with grant writing, lobbying and fundraising planning.
- Coordinates messaging with media, policy makers and agencies.
- Identified and implemented more than \$100,000 in cost savings through bringing projects in-house.

Skills

- Strategic Communications & Leadership: Executive Messaging, Brand Strategy, Crisis Management, Corporate Storytelling, Investor/Board Relations
- Digital & Creative: Multimedia Campaigns, Social Media Strategy, UX/UI Design, Web Development, SEO/SEM, Podcast Production
- Business & Operations: Revenue Growth, P&L Management, Business Development, Project Management, Team Leadership
- Operational Excellence & Agility: Resource Optimization, Process Innovation, Efficiency under Constraint, Cross-Functional Leadership, Scalable Solutions

Professional Affiliations and Honors

- Lecturer: U.S. State Department (Institute of International Education) for visiting international journalists
- Emcee and media contributor across television, radio, and digital platforms
- Host & Creator: Deep Dive Podcast Network
- Boards: Congregation Sinai Board of Trustees, CEOs Against Cancer (American Cancer Society) and Susan G. Komen "Big Wig" campaign
- Recipient of 12 national Editor & Publisher EPPY Awards for digital media excellence
- Closed-media visit and private one-on-one tour with President George W. Bush

Deep Dive Podcast Network September 2023-Present

Founder, Executive Producer, Host

Key Achievements

- Created and produced more than 70 episodes and several shows across multiple genres — reaching almost 1 million total views and listens.
- Built an engaged community of 8,000+ active subscribers across YouTube, Spotify, and Apple Podcasts.
- Directs, books guests, designed studio, motion graphics in both remote and in-person episodes.
- Shoots, produces, edits, and markets (programmatic and organic) for multiple original series.
- Expanded the network into a collaborative platform for storytelling, cross-promotion, and brand partnerships.
- Demonstrates versatility and continued innovation between founding and corporate leadership roles.

OnMilwaukee.com Milwaukee, Wis. April 1998-August 2024

Founder, President and Publisher

Key Achievements

- Founded and scaled a hyper-local digital media company with an editorial, development, sales and creative team to serve the needs of local businesses and organizations.
- Opened the digital market years ahead of competition, overcoming client/reader concerns about online media viability through a combination of techniques, including grass-roots marketing and a startup mentality.
- Led all aspects of company operations, including strategy, business development, content creation and sales, resulting in annual revenues up to \$3 million.
- Secured multiple rounds of angel/bank investment, totaling approximately \$750,000.
- Developed, recruited and retained top-tier talent.

Additional Experience

- Creative Media Works, LLC (Owner)
- The Walter Group (Public Relations Specialist)
- Cramer-Krasselt (Assistant Account Executive)
- The White House Office of Communications (Writer)
- Book editor ("Rush To Judgment: The Unfiltered Story Of Steven Avery," "Six Minutes in August: A Story of Tragedy, Healing and Community," "Urban Spelunking")
- Business development consultant, tactician

Education

- The George Washington University, Washington, D.C. – BA - Elliott School of International Affairs
- Writer, White House office of Communications – Presidential Letters & Messages
- Associate Editor, The GW Hatchet
- Editorial assistant, The Dallas Morning News - Washington Bureau

- Developed and executed annual strategic and tactical plans.
- Created and implemented thousands of successful, traditional and custom digital media campaigns – driving engagement and ROI for clients through targeted content and strategic advertising placements.
- Spearheaded the design, development and maintenance of client websites, offering a full suite of services from graphic/web design to SEM, ensuring optimal functionality and brand alignment.
- Built and managed a high-performing sales team (programmatic, sponsorship, first-party data) that sold sophisticated digital advertising packages, increasing revenue growth year-over-year and expanding client base.
- Directed a team of up to 20 employees and freelancers who produced award-winning content that consistently attracted, grew and retained a loyal audience.
- Recognized with 12 national Editor & Publisher EPPY awards for excellence in local content creation, business innovation and digital media campaigns.
- Oversaw budget management, financial planning and forecasting, ensuring profitability and sustainability in a fast-changing digital landscape.
- Drove company-wide initiatives to pivot and embrace emerging technologies and digital trends, ensuring the firm stayed ahead of industry shifts and client demands.
- Built long-term relationships with local, regional and national businesses, non-profits, media, community leaders and organizations, positioning the company as a trusted partner in digital marketing and publishing.