

Andrew McLees

FULL STACK WEB DEVELOPER
CULTURAL PRODUCER
CREATIVE PROFESSIONAL

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PROFILE

8+ years experience developing holistic engagement strategies for mission-based nonprofit organizations. I've seen both qualified and quantified success with data-driven digital marketing, management, social media, client-side web development, UI/UX, media relations, and creative advertising. I'm a passionate advocate for accessibility and human-centered innovation, and am committed to raising public awareness and appreciation of the arts across disciplines.

SKILLS

HTML, CSS, JavaScript, Node, React, Express, MySQL, Agile Development, Document Object Model (DOM) APIs, Web APIs, User Authentication, OAuth, Heroku, GitHub, Jest, Figma, Adobe Creative Suite, Google Ads, Facebook Business, Mailchimp, Salesforce, WordPress, Hubspot, SEMrush, Google Analytics, Tableau, Moz Pro, Github, Microsoft Office 360, Google G Suite, Apple Logic Pro X, Ableton Live 11+

EXPERIENCE

Grants + Communications Manager | Bakehouse Art Complex

OCT 2022 – JAN 2023, MIAMI, FL

- Developed public relations (PR) and grant strategies for 2023–2024, increasing press coverage by 175%
- Provided in-house direction for social media, including content and copywriting, social listening, trend forecasting, and video production, increasing engagement by 575%

Sr Marketing Manager | Institute of Contemporary Art, Miami

JUNE 2015 – SEP 2022, MIAMI, FL

- Organized and managed a full-service creative agency at ICA Miami, overseeing social media, creative design, public relations, and more
- Provided project management, marketing and communications leadership during the museum's relocation into its new permanent home in Dec 2017, attracting over 100K visitors in the first year
- Led the expansion of the museum's digital and brand presence resulting in a 20–30% year-over-year increase in engagement across multiple channels, including web, social media, and newsletters

EDUCATION

BrainStation | Diploma, Software Engineering

MAY – AUG 2023, MIAMI, FL

Florida International University | BA, Communication Arts

AUG 2012 – MAY 2015, MIAMI, FL

PROJECTS

Goodist.art

AUG 2023, BRAINSTATION, MIAMI, FL

Goodist.art safely connects cultural producers with professionals looking to grow their collections in exchange for the goods and services artists need most. Built with React, Tailwind CSS, Express.js, and MySQL.

BrainStation Student Projects

JUL 2023, BRAINSTATION, MIAMI, FL

InStock: Inventory-tracking software built with React, Express.js, Knex, and MySQL. BrainFlix: React-based video streaming site.

Knight Foundation Arts and Technology Innovation Initiative | Cohort Member, ICA Miami

MAY – OCT 2019, PITTSBURGH, PA + MIAMI, FL