

ANDY KENDRICK

seasoned crisis communicator, trainer and tech guy



🏠 6503 Larkmount Dr., Spring, TX
☎ Tel. +252 548 6008

✉ andy@thekenweb.com
🌐 www.andysresume.info

EXPERIENCE



THE RESPONSE GROUP

HOUSTON

Jul 2020 - present



JETTY SOFTWARE SENIOR MANAGER

- Advised crisis management leaders across Fortune 100 companies to guide communication initiatives and software integration
- Developed executive on-camera interview training course
- Led Incident Command System (ICS) based crisis communication training program for Public Information and Liaison Officers
- Directed crisis communication software feature enhancements and additions
- Facilitated the development of external communication plans
- Supervised program managers and oversaw domestic and international client training program, consulting and sales
- Provided crisis communication consulting and software support for clients during incidents with international media attention
- Supported 24/7 on-call duty rotation for world-wide emergencies

U.S. COAST GUARD PUBLIC AFFAIRS

WASHINGTON, DC, AREA

HOUSTON AREA

Aug 2012 - Jun 2020



PUBLIC AFFAIRS SUPERVISOR

- Represented Coast Guard interests as a spokesperson in major multi-agency Joint Information Centers, to include: multiple State of the Union addresses at the U.S. Secret Service HQ, the funeral of President George H.W. Bush, a 160k gallon oil spill closing the Houston Ship Channel and causing millions in losses, an 80k gallon air and water release of a flammable gas additive, arrival of a potentially Ebola infected nurse, the search for 33 missing men of sunken cargo ship, illegal international poaching, and other explosions, chemical releases, hurricanes, and major search and rescue activities
- Prepared senior leadership for news conferences and interviews during emergency and non-emergency situations
- Crafted and published positive story telling content through photos, videos, news releases and articles
- Provided live phone and on-camera interviews with regional, national and international media as agency spokesperson

AGENCY SPOKESPERSON



QUOTED OR INTERVIEWED ON LIVE & RECORDED TV, RADIO AND NEWSPAPER

NPR, BLOOMBERG, LA TIMES, NY TIMES, WASHINGTON POST, CNN, NBC NEWS, FOX NEWS, CBS NEWS, ABC NEWS, THE WEATHER CHANNEL, BBC RADIO, THE TELEGRAPH, IRISH TIMES AND MANY MORE

ABOUT ME



U.S. military veteran with over 25 years' experience in Public Affairs and Media Relations. Develops, trains and leads communication initiatives with an expertise in crisis communications and innovative technology integration. Years of news release writing, phone and on-camera interviews, duty rotations and photography for hundreds of national emergencies on oil spills, chemical releases, natural disasters and illegal maritime activity. Strengths in strategic communication, teamwork and innovation have permitted rapid, thorough and clear communication to national and international stakeholders on disparate crises.

SKILLS



Highly skilled and flexible communications generalist, emotionally intelligent, patient and facilitator of peaceful outcomes. Uses digital and traditional means to create impactful content.

COMMUNICATION	●●●●●●●●●●●●●●●●
INNOVATION	●●●●●●●●●●●●●●○
TRAINING	●●●●●●●●●●●●●○○
CONSULTING	●●●●●●●●●●●●○○○
LEADERSHIP	●●●●●●●●●●●○○○○
TECHNOLOGY	●●●●●●●●●●●●●○
WRITING	●●●●●●●●●●●○○○
ADAPTABILITY	●●●●●●●●●●●○○○

HOBBIES



DIGITAL

Raspberry Pi, Arduino, Home Automation, Phone and SMS integrations, LLM solutions

ANALOG

Parenting, Motorcycling, Rock Climbing, Relationship Building, Christ Following

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EXPERIENCE

(CONTINUED)



ACQUISITION DIRECTORATE

WASHINGTON, D.C.

Jul 2010 - Jun 2012

PUBLIC AFFAIRS SPECIALIST

- Deployed to Deepwater Horizon Oil Spill Area Command as lead of transition for emergency response website to Department of Homeland Security's RestoreTheGulf.gov
- Led initiative to create a website for timely bilateral information sharing from Coast Guard headquarters to field, which saved the Coast Guard >\$20k
- Re-designed and consolidated Coast Guard news website, USCGNews.com, to generate and publish news content; saved the Coast Guard \$67k/year in website expenses
- Produced video and imagery for Gulf of Mexico seafood safety and wildlife protection efforts during Deepwater Horizon

FIFTH DISTRICT PUBLIC AFFAIRS

PORTSMOUTH, VA

Aug 2008 - Jul 2010

PUBLIC AFFAIRS SPECIALIST

- Unified Coast Guard news web presence, designed first news website using Clearsilver CMS, HTML, CSS and Javascript, then deployed across Coast Guard and provided training
- Ran media and Public Relations campaign by conducting on-camera media events to educate over 2 million residents on Rescue 21, hurricane preparedness, and boating laws and regulations
- Engaged with Coast Guard Headquarters, local, regional and national media outlets

NATIONAL STRIKE FORCE

ELIZABETH CITY, NC

Jul 2006 - Aug 2008

PUBLIC INFORMATION ASSIST TEAM DEPLOYER

- Provided interviews, drafted media relations documents and captured imagery for national emergencies, such as the Cosco Busan oil spill, Anthrax contamination event, Hawaii Superferry
- Used technology to ensure geographically dispersed teams collaborated virtually
- Provided Joint Information Center training to 150 Public Information Officers across the country
- Taught a week-long course to Public Information Officers at the NY Wildfire and Incident Management Academy

EIGHTH DISTRICT PUBLIC AFFAIRS

HOUSTON

Aug 2002 - Jul 2006

PUBLIC AFFAIRS SPECIALIST

- Only Coast Guard Public Affairs Specialist for Combined Joint Task Force of 4k U.S., Chilean, French and Canadian armed forces in Haiti
- Prepared news releases and media interviews covering various oils spills, natural disasters, criminal maritime activities and search and rescue operations
- Led the creation of a digital video recording and editing system that increased productivity by decreasing editing and production time by more than 50%
- Contributed toward production of several nationally syndicated TV shows on the History Channel, Discovery Channel & National Geographic Channel

TRAINING



Defense Information School - DoD

Basic Journalism Course
CG Public Affairs Course
Digital Multimedia Course
Intermediate Photojournalism
Worldwide Military Photography Workshop
Content Management Course/Editors Course

Federal Emergency Management Agency

IS-100, IS-200, IS-700, IS-800, ICS-300, ICS-400,
IS-702, IS-250, IS-42

Environmental Protection Agency

8-Hour HAZWOPER Intro
40-Hour HAZWOPER Training
2007 Spill of National Significance

Various

Team Leader/Facilitator Training
Effective Crisis Communication (TX A&M)
Intro Health Risk Communications (USACHPPM)
Liaison Officer and Information Officer Training
Joint Information Center Training
Instructor Development Course
Leadership and Management School

DISTINCTION



- Served as PIO for multiple Type 1 incidents
- Elected as co-chair for Central Texas Coastal Area Committee PIO Workgroup
- Panel Discussion Participant and member of the Houston-Galveston PIO Network

AWARDS

Armed Forces Service Medal
CG Commendation Medal
Global War Terror Service Medal
CG Achievement Medal (x3)
Presidential Unit Citation (x2)
CG Pistol Marksman Ribbon
CG Meritorious Team Comm Ribbon (x12)
CG Comdt Ltr of Comm Ribbon (x2)
National Defense Service Medal
Humanitarian Service Medal
CG Special Ops Service Ribbon (x2)