

Andrea Billups

Andrea Billups is a nationally recognized communications leader with more than two decades of experience at the intersection of journalism, higher education, nonprofit advancement, and digital media. A proven brand strategist and editorial visionary, Andrea has led award-winning teams across mission-driven institutions and major media organizations, crafting compelling narratives that inform, inspire, and build lasting community connections.

Currently serving as Executive Director of Editorial for Duke University's Office of Alumni Engagement and Development, Andrea oversees storytelling and brand strategy that reaches over 180,000 stakeholders globally. She brings a deep command of cross-platform content, alumni and donor engagement, and strategic marketing that drives both visibility and institutional loyalty.

Andrea's journalism background includes high-profile roles at *PEOPLE* Magazine and *The Washington Times*, where she covered U.S. politics, education, and culture for national audiences. Her work has been published in *TIME*, *Newsweek*, *Reader's Digest*, *US News*, *The Washington Post*, among many other publications. She has also shaped public media content as News & Public Affairs Director for West Virginia Public Broadcasting, launched a boutique lifestyle brand as an entrepreneur, and served as an educator at multiple universities, including the University of Florida and Western Kentucky University.

She is the author of two books, one a true crime story, "A Slaying in the Suburbs," and most recently a work of fiction for young readers, "Good in the Woods." She holds a master's degree in mass communication from the University of Florida and a bachelor's degree in journalism from Marshall University, where she was inducted into the Journalism Hall of Fame in 2018. She is a native of West Virginia and resides in North Carolina.