

Creative marketing professional with an extensive background in project management, web and graphic design, content creation, and video production. Adept at translating broad concepts into completed deliverables with a focus on audience and objectives. Seeking a fast-paced remote or Chicago-area hybrid role with opportunities to contribute across multi-channel initiatives.

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- 🌐 www.thatskindacool.com
- 📍 Remote / Chicago-area hybrid

EXPERIENCE

Bold Insight · UX & Human Factors Research Agency

MARKETING MANAGER, DIGITAL

6/2019 - 2/2024

- Managed the design and development of the Bold Insight & ReSight Global WordPress websites, devising custom solutions to improve efficiency, increase brand awareness, and support recruiting efforts. Consistently improved traffic and reach, contributing to explosive global growth in team size and revenue over 4 years.
- Exhibited proficiency in budget management, consistently adhering to financial constraints while maximizing ROI in the selection of vendors and initiatives.
- Developed and designed brand-aligned content with a strategic focus on audience and objectives, utilizing an ability to transform broad concepts into completed deliverables for multi-channel initiatives under tight deadlines.
- Partnered with internal and global teams to ensure compliance with various regulatory agencies and ensure safety of participant and candidate data across all sites.
- Planned, story-boarded, and filmed compelling videos and b-roll footage, contributing to a substantial enhancement in overall visual presentation, leveraging skills in motion graphics and video editing to produce diverse content, enhance brand visibility, and support talent acquisition.

That's Kinda Cool

WEB DESIGNER / DEVELOPER

1/2011 - 6/2019

- Executed the design and development of intuitive user interfaces for a premium WordPress theme, creating an innovative editing method that empowered creative clients to customize their own sites, leading to a sharp increase in sales and industry recognition.
- Successfully delivered hundreds of bespoke and semi-custom websites, while also retailing over 1,000 website templates to photographers worldwide.
- Fostered lasting partnerships through commitment to consistently exceeding client expectations, contributing to a high rate of client retention.

Baby's First Site

FOUNDER / WEB DESIGNER

1/2005 - 1/2012

- Developed one of the first social media sites targeted to families, allowing new parents to create websites without the use of code.
- Introduced countdown tickers for blogs and forums, strategically directing new parents to the platform, driving subscription-based growth.

Various Brands

WEB DESIGNER / DEVELOPER

1/2000 - 1/2011

- Executed independent projects for high profile clients and their licensed partners, elevating consumer recognition and driving sales through dynamic web content and motion graphics. **Featured clients and partners included Hasbro, Yahoo!, Comedy Central, LucasArts, and Fiskars Brands.**
- Utilized a diverse skill set to produce product information sites and multimedia marketing materials.
- Demonstrated proficiency in design and exceptional service delivery, resulting in a substantial volume of repeat business from a loyal clientele.

ENDORSEMENTS

"Andrea is great! Not only is she a talented designer, but also is very good at figuring out your needs and tastes. She is awesome to work with, very patient and able to steer you in the right direction. She totally "got" what I was looking for, and I just love my new branding. I have gotten SO many positive comments from clients and potential clients about how beautiful my website is, and it reinforces how important it is to work with the right designer. I highly recommend Andrea's services." ~ Inna Nuszyn

"I couldn't be happier with my totally redesigned blogsite. Andrea was great to work with. She is amazingly talented and never got tired of all my questions. Now my site really stands out from the rest." ~ Megan Drane

"Andrea was amazing to work with. I can not say enough good things! She held my hand and explained out everything. It went from being a frustrating experience that I was doing on my own to an amazing one and done in no time at all. She took my little idea for a blog and made it into something I would never have dreamed of. I love my new site!!" ~Rebecca McCabe

Visit my portfolio at thatskindacool.com for more endorsements.

SKILLS

WEB DEVELOPMENT

HTML
CSS
JavaScript
PHP

ADOBE CREATIVE SUITE

Illustrator
Photoshop
InDesign
Premiere
AfterEffects
Dreamweaver
Acrobat

CONTENT MANAGEMENT

WordPress
WooCommerce
Divi | Elementor
Child themes
Custom solutions

MARKETING

Content development
Project management
Website organization
Conference booth design
Employee retention
Training/onboarding

PHOTO & VIDEO

DSLR photography
Videography
Sound & lighting
Video & photo editing

SOFTWARE & TOOLS

Microsoft suite
Google suite
Monday.com
CafePress
Zapier

SOFT SKILLS

Adaptability
Curiosity
Problem-solving
Creativity
Resilience
Enthusiasm
Emotional intelligence