

ANDREA RUBASH



Creative marketing professional with an extensive background in web and graphic design, content creation, and video production, uniquely qualified to tackle diverse projects. 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.

- 📞 (608) 359-6916
- ✉️ andrea@thatskindacool.com
- 🌐 www.thatskindacool.com
- 📍 Remote / Chicago-area hybrid

SKILLS

WEB DEVELOPMENT

HTML
CSS
JavaScript
PHP

DESIGN & ANIMATION

Illustrator
Photoshop
InDesign
Premiere
AfterEffects

CONTENT MANAGEMENT

WordPress
WooCommerce
Divi | Elementor
Child themes
Custom solutions

MARKETING

Content development
Website organization
Conference booth design
Employee retention

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
Self-motivation

EXPERIENCE

Bold Insight

MARKETING MANAGER

6/2019 - 2/2024

- Managed the design and development of the Bold Insight website, devising custom solutions to improve efficiency, increase brand awareness, and support recruiting efforts.
- Exhibited proficiency in budget management, consistently adhering to financial constraints while maximizing ROI in the selection of vendors and initiatives.
- Developed brand-aligned content with a strategic focus on audience and objectives, utilizing an ability to transform broad concepts into completed deliverables.
- Planned, story-boarded, and filmed compelling videos and b-roll footage, contributing to a substantial enhancement in overall visual presentation.
- Leveraged skills in motion graphics and video editing to produce diverse content, enhancing brand visibility, supporting talent acquisition, and delivering impactful presentations for high-profile clients.

That's Kinda Cool

FOUNDER

2011 - 2015

- 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

2005 - 2012

- Pioneered an innovative content management system, allowing new parents to create websites without the use of code.
- Introduced countdown tickers, strategically directing new parents to the platform, driving subscription-based growth.

Andrea Rubash Photography

PHOTOGRAPHER

2008 - 2011

- Orchestrated end-to-end design processes for marketing materials and campaigns, demonstrating proficiency in sourcing products and collaborating with print labs.
- Expertly shot and retouched photos, ensuring a consistently high standard of work.
- Assisted clients in choosing their final images, acting as a trusted advisor throughout the selection process.

Various brands

FREELANCE WEB DESIGNER

2000 - 2006

- Executed numerous independent projects for high profile clients such as Hasbro, Inc. and Fiskars Brands, elevating consumer recognition and driving sales through dynamic web content and motion graphics.
- 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.