

Andrea Smith

1414 Street Road
Philadelphia, PA 19122
(215) 448-6825

AndreaSmith2016@gmail.com
<https://www.linkedin.com/in/asmith16>

EDUCATION & PROFESSIONAL DEVELOPMENT

West Chester University, West Chester, PA
Bachelor of Arts in Communications, May 2019

University of Phoenix, Philadelphia, PA
Small Business Management and Entrepreneurship Certificate, May 2016

KEY SKILLS

- Social media and online marketing
- Leadership of multiple projects
- Exceeding sales goals
- Client relationships
- Comprehensive marketing campaigns

PROFESSIONAL EXPERIENCE

My Company Incorporated, Philadelphia, PA
Founder and Former President, January 2015 - Present

- Deliver a full range of online marketing services, specializing in SEO, Retargeting, Video and Mobile Marketing
- Provide expertise to clients across digital media plane by evaluating online business presence and developing customized strategies for conversions
- Partner with agencies under their brand to provide online marketing expertise to clients
- Create and implement a Client Relationship Management strategy including content development, retargeting, and analytics
- Increased client base by 50% annually (individual and agency clients)

Search Works, Kennett Square, PA
Project Manager, January 2012 - August 2014

- Coordinated multiple projects for clients, monitor and track process for timely completion
- Ensured resource availability, manage client expectations and relationships
- Collaborated with campaign manager to deliver content via social media channels
- Wrote scripts and pre-edit video marketing projects
- Created, edited and delivered marketing content and copy

ABC Car Dealership, Kennett Square, PA
Online Content Manager, January 2012 - December 2014

- Coordinated social media presence and presence for car dealership – used Facebook, Twitter, Pinterest, Instagram and Tumblr
- Updated content to maintain company brand in innovative ways to customers
- Researched innovative ways to promote sales through online presence

Target, Kennett Square, PA
Retail Manager, May 2011 - December 2015

- Managed office supplies department of 6 employees
- Coordinated inventory, product sales and customer relations