



ANDREA TRIBEAU

Marketing Coordinator

ABOUT ME

Ambitious marketing coordinator with an eye for branding and more than a decade of experience working in the industry. Highly experienced with coordinating and overseeing a variety of different marketing activities, such as meeting with clients, discussing branding strategies, and establishing marketing goals. Specialize in refining customer experiences and competitor activities to gain leverage during marketing campaigns and help clients reach their objectives. Adept at understanding the results of marketing efforts and refining strategies to contribute to additional success. Looking to flex and further marketing abilities by becoming the head marketing coordinator.

EXPERIENCE

PURPLE PLATYPUS PRODUCTIONS **2016 - Present** EVENTS & MARKETING COORDINATOR

- Ideated, created, and implemented marketing campaigns on all social media channels. Maintained updated website by managing content creation.
- Ensured all press materials, social and website content, and other related media followed brand guidelines and marketing best practices.
- Monitored and optimized all social media postings and content blog posts to ensure top return on investment, conversion rates, and viewer engagement.

HARDCOPY IT AGENCY **2013 - 2016** MARKETING COORDINATOR

- Coordinated marketing project releases and scheduled key events for North Atlantic region. Cut costs by 20% by automating several marketing procedures.
- Maintained marketing tools, including calendar, kanban boards, and databases of client lists and team metrics.
- Planned and managed meetings and conferences to advance the strategies and goals of the marketing department and agency.

EDUCATION

BROOKLYN COLLEGE **2011 - 2012** MASTERS OF SCIENCE IN MARKETING AND ADVERTISING

- Business Strategy, Competitive Marketing Strategy, Consumer Behavior, Marketing Research, Business-to-Business Marketing Strategy

BACHELOR OF SCIENCE – MARKETING **2006 - 2008** BACHELOR OF SCIENCE – MARKETING

- Corporation Finance, Applied Marketing Management and Leadership, Product and Brand Management, Interpersonal & Collaboration Skills, Project Management Skills

CONTACT

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