

ANDREA ZEPEDA

Contact

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Education

BACHELOR OF ARTS:

Major: Spanish & Journalism: PR/AD & News/Editorial

Minor: Marketing & Logistics, Latin American & Latino Studies

2016
University of Arkansas

2015
Universidad Antonio de Nebrija
Madrid, Spain

Computer Skills

Illustrator, Premiere, Microsoft Office Suite, WordPress, MailChimp, Basecamp, STRATA (SBMS, Eleven, Ledger Sync & View), AdWords, JavaScript, jQuery, Node, CSS3, HTML5, Bootstrap, GitHub, MongoDB, MySQL, Command Line.

Strengths

Excellent writing & communication skills, strategic, problem-solver, self-starter, social media, organization & time management skills, detail oriented. Languages: English and Spanish (Native fluency), French (Basic).

EXPERIENCE

Assistant Media Buyer/Digital Project Manager Ivie & Associates | Flower Mound, TX | Jan. 2017-Aug. 2018

- Provided strategic thinking related to client's needs
- Maintained relationships with local and national radio stations
- Managed broadcast buys and invoicing for clients, through STRATA
- Assisted with production, traffic and on-air summaries to the broadcast team, clients and vendors
- Assisted as a Digital Project Manager
- Attended new client kick-off meetings and brainstorm sessions
- Provided support to the digital team in on-going campaigns
- Managed the digital team workload and provided support when new client tasks assigned to the team

Strategic Operations Support Specialist Ivie & Associates | Flower Mound, TX | Oct. 2016-Jan. 2017

- Cross-trained in account coordination, traditional media buying, and creative and production direction
- Provided support to critical marketing initiatives on behalf of Ivie and its clients
- Provide on-site support to clients in various cities and states

Influencer Campaign Leader/SoFabFood Intern Collective Bias | Rogers, AR | April 2016-Oct. 2016

- Lead influencer campaigns to produce daily content for the SoFabFood blog
- Produced forms of communication, creative tasks, newsletters, email blasts, and original content for the SoFabFood blog
- Managed social media accounts and pulled Google analytics daily
- Created and Managed content on the SoFabFood website through WordPress
- Increased following and presence on Twitter, Pinterest and Facebook

Digital Strategist Mockingbird Creative | Fayetteville, AR | Jan 2016-Aug. 2016

- Oversaw marketing projects and clients
- Met with clients on a weekly basis and fulfilled their marketing needs
- Created original blog content and mass marketing on a local level
- Strategized the content for advertisements and websites

Certifications

Full Stack Web Development Program SMU Coding Boot Camp | Dallas, TX | Feb. 2018-Aug. 2018

- An intensive 24-week long boot camp dedicated to designing and building web applications.