

# Andrea Marek

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Portfolio: <https://www.andreakmarek.com>

Thesis: <https://spectrum.library.concordia.ca/983648/>

## WORK EXPERIENCE

### **Senior Brand & Communications Specialist**

**January 2023-May 2024**

*Merchant Growth, Vancouver, BC (Remote)*

- Promoted after first year following positive results and impact within the company, as well as growing scope of role and targets.
- Brought SEO strategy in-house, resulting in additional growth and traction for the brand while reducing overhead costs.
- Designing billboards for digital out of home campaigns.

### **Brand Communications Specialist**

**January 2022-December 2022**

*Merchant Growth, Vancouver, BC (Remote)*

- Overseeing all content planning and execution as well as relevant data tracking for social media platforms, including single image, carousel, and video posts for the company's primary brand and two subsidiary brands on LinkedIn, Instagram, Facebook, Twitter, and TikTok. Increased followings and engagements on priority accounts, and improved brand presence and recognition within the industry.
- Creating static image, carousel, and video ads for social media.
- Website content changes and content creation, including writing blogs and case studies.
- Planning and execution of client and partner newsletters, as well as customer email blasts.
- Overseeing business award and conference speaking engagement applications.
- Community engagement, interacting with clients and responding to queries via social media accounts, responding to online reviews, and creating customer feedback surveys.
- Planning and execution of the annual brand and communication strategy for the company.
- English to French translations for website copy, ad copy, and online applications.
- Working with external SEO company on updates to website page content, and blog creation.
- Member of the company culture committee, helping to plan monthly corporate events, lunch & learns, and company parties, as well as creating internal company videos.

### **Marketing Manager**

**August 2020-October 2021**

*Tourism Tiger, Santiago, Chile*

- Planning and overseeing all company marketing tasks: email marketing, social media, analytical tracking, promotional material, special campaigns, planning all aspects of the company blog as well as managing and editing guest submissions.
- Ensuring ongoing quality of all public facing material including content on the company website, making content edits and implementing technical fixes when necessary.
- Liaison point with all external partners for co-marketing efforts and improving relationships.
- Creating and implementing new marketing strategies for the company.
- Writing blog posts for the company blog.

**Web Coordinator****March 2020-July 2020***Tourism Tiger, Santiago, Chile*

- Coordinating all the content for website clients including writing the content, implementing SEO best practices.
- Page-building for website updates and new builds.
- Working with blog clients and writing blog posts for the company, as well as editing colleagues' website copy and blog content.

**Teaching Assistant****January 2016-April 2018***Department of Communications Studies, Concordia University, Montreal, Canada*

- Teaching Assistant for Video I, Video III, and Animation Studies production courses.
- Setting up equipment, instructing and aiding students on how to use the equipment, various filmic techniques, and editing software.
- Working with the students to set project goals, providing feedback and support during the various stages of the creative process in addition to conflict resolution when necessary.

**Documentation and Communication Associate****May 2016-December 2017***Domtar, Montreal, Canada*

- Working on tasks related to internal communications both locally and companywide with employees in multiple countries such as intranet page design and maintenance, internal memos, technical writing, writing articles, translation, research, document revision, and creating graphics.
- Organizing IT training sessions on cybersecurity, telecommunications, and video capture software.

**Internship: Producer's Assistant****Summer 2014***Back Alley Film Productions Inc., Montreal, Canada*

- Corporate research, updating files on funding and distribution contracts, planning corporate trips, office filing, and various administrative tasks for the entire company.

**Surveillance Monitor****2004-2014***Dollard Soccer Association, Dollard-des-Ormeaux, Canada*

- Overseeing session attendance, equipment distribution and payments during indoor training season.

**Soccer Referee****2004-2010***Dollard Soccer Association, Dollard-des-Ormeaux, Canada***COMPUTER SKILLS**

Microsoft Office (Word, PowerPoint, Outlook, Excel), WordPress, ActiveCampaign, Hootsuite, HubSpot, Google Analytics, Google Search Console, SharePoint, Final Cut, Photoshop, Illustrator, Pro Tools

**LANGUAGES****English** | Spoken and Written**French** | Spoken and Written**Spanish** | Spoken and Written

## EDUCATION

### **Master's Degree – Media Studies**

*Concordia University, Montreal, Canada*

### **Bachelor's Degree – Communication Studies, Minor in Sociology**

*Concordia University, Montreal, Canada*

### **College – DEC in Liberal Arts**

*John Abbott College, St-Anne-de-Bellevue, Canada*

## AWARDS

### **Concordia Academic Merit Scholarship for Graduate Students**

*Concordia University, Montreal, Canada*

### **Dean's List for Academic Excellence for Undergraduate Students (2013-2014 / 2014-2015)**

*Concordia University, Montreal, Canada*

## VOLUNTEER WORK

### **Departmental Student Ambassador**

**2015-2018**

*Department of Communications Studies, Concordia University, Montreal, Canada*

- Giving tours and providing information about the department and its history during university events.

### **Student Interviewer for Incoming Candidate Students**

**April 2015, April 2016**

*Department of Communications Studies, Concordia University, Montreal, Canada*

### **Fundraising Volunteer for Local Hospital**

**December 2011-2014**

*Lakeshore General Hospital, Pointe-Claire, Canada*