

# andrea watts

## CONTACT //

### PHONE /

517 - 614 - 2201

### EMAIL /

[andreawatts22@gmail.com](mailto:andreawatts22@gmail.com)

### WEBSITE /

[www.linkedin.com/in/wattsandrea](http://www.linkedin.com/in/wattsandrea)

### ADDRESS /

910 West Huron St. #1106  
Chicago, IL, 60642

## EDUCATION //

### THE UNIVERSITY OF MICHIGAN, Ann Arbor, MI

*Bachelor of Arts in Brain Behavior And Cognitive Science; Minor in Art History*

## EXPERIENCE //

### Digital Marketing Coordinator, Modern Luxury, Chicago, IL (April '14-present)

Coordinate, develop and execute all digital media campaigns for Modern Luxury, which includes producing emails and newsletters (100+/month), digital editions (10+/month) and website advertisements (150+/month)

Actively ensure all creative units are submitted correctly and on time in order to satisfy daily, weekly, and monthly deadlines

Manage relationships with digital agencies and clients in addition to creating an organized database of all Modern Luxury's applicable materials

Systemize and direct 300+ internal marketing projects for 12 separate markets, including the National Modern Luxury Marketing Team, comprised of 25+ individuals

### Account Coordinator, Modern Luxury, Chicago, IL (May '13-April '14)

Efficiently managed accounts for 30+ sales representatives while managing the design of advertisements for 40 different magazines across 12 major metropolitan areas

Corresponded with clients to ensure their complete contentment tasked with trafficking all advertisements in an efficient and timely manner

Effectively communicated deadline and production requirements to the Modern Luxury design team and its appropriate clients

### Office Manager, Broony Square Online Gallery & Design, Chicago, IL (November '12-May '13)

Researched and discovered new talent, writing and editing material to assist with the production of the company website

Oversaw necessary social media accounts including Facebook and Twitter, in addition to developing new and innovative marketing ideas

Organized office materials and ensured positive and productive relationships with customers and clients

## SKILLS //

MS office suite, social media, Wordpress, familiar with InDesign

Strong verbal communication skills; marketing team interactions, presentations, and training sessions

Strong written communication skills; advertisement and digital email text, client relations, creative design direction and interpretation