

## EDUCATION

B.A. IN ENGLISH & SCENIC ARTS  
**American College Dublin**  
Graduated with first class honors: 3.25/4  
09/2017 - 04/2022

## MARKETING SKILLS

Email marketing ●●●●●●●●

Youtube Studio ●●●●●●●●

Google Analytics ●●●●●●○

Google Ads ●●●●●●○

## WEB SKILLS

HTML5 & MySQL ●●●●○

CMSs:Wordpress ●●●●●○

## EDITION SKILLS

Figma, Sketch ●●●●○

Adobe Ps, Ai, Ae & Pr ●●●●●○

## ANALYTICAL SKILLS

My Youtube channel and my blog have ignited my analytical skills, pushing me to measure every detail and audience interaction with tools like Google Analytics, Sendgrid, Google Data Studio and Tableau.

This has allowed me to consistently grow my audiences and increase the monetization of my blog and my subscriber's email list.

## CREATIVE SKILLS

I have a true passion for creative work. Bringing ideas to life is something that has always come naturally. I developed a passion for digital illustration earlier in life, and I have consistently created marketing materials for countless events and businesses. You can check out my portfolio here.

I am always exploring and learning about new formats, developing an interest in short video materials and websites, what brought me to create my personal blog and Youtube channel, maintaining a strong publication consistency over the last three years.

# MAUREEN R. ANDREWS

*BA graduate with strong digital branding skills*

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## EXECUTIVE SUMMARY

I am a multi-disciplinary creative professional with a passion for digital marketing channels and design. At a young age I got involved in multiple projects around personal and corporate communication and branding, including my Digital Marketing Youtube channel with over 1K subscribers. These projects have allowed me to develop a deep knowledge and understanding of how the main marketing channels work, as well as applying a wide range of skills like illustration, photo and video editing, motion graphics, etc.

With a year of experience in the retail industry and about to finish my double major in English and Scenic art studies, I am currently looking for a creative digital marketing position where I can be involved in the campaign design and strategy process in order to kickstart my career in the advertising industry.

## EXCELLENT COMMUNICATOR

- My academic background in English and scenic arts along with my **passion for creative writing** have given me the confidence to effectively communicate messages across channels using **strong storytelling techniques**.
- Through my customer services experience in a **busy and demanding retail environment**, I have improved my interpersonal communication skills, particularly when it comes to **effective client communication**.

## FAST-LEARNER

- Thanks to the selfless community contributors, I have learned many skills and following the motto '**learn by doing**' put them into practice. I am thrilled with the evolution of web and video formats and look forward to keep learning and adapting.

## WORK EXPERIENCE

**BRAND MANAGER & PRODUCT OWNER** 08/2018 - Present  
**123easiestmarketing.com**

I started a blog and a Youtube Channel to share easy to digest but effective marketing pills with small business owners and entrepreneurs. My main responsibilities are:

- Create the **content calendar** for the Blog, the Youtube, and other social media profiles
- Researching and **crafting interesting video** and **web content** that drives traffic and engages users across channels focusing on Youtube, email subscribers & web visitors
- Developing a **marketing automation strategy** to onboard new subscribers across the different marketing channels ensuring a coherent brand identity

To the date the site has consistently published a blog post per week and currently has 11K monthly organic visitors, while the Youtube channel has more than 1K subscribed users in more than 30 countries.

**CUSTOMER SERVICES ASSISTANT** 09/2016 - 08/2019  
**Expert DominicSmith Dublin**

I worked 8-hour weekend shifts at the Electrical & Home Entertainment Expert store in Dundrum. Saturdays and Sundays are the **busiest days of the week**, when the store assistance doubles. As a customer services assistant I:

- Strategically delivered marketing materials and information to customers making sure our merchants **branding guidelines** were followed
- Delivered customer service assistance and advice based on the customer needs, always with an active **problem-solving approach**
- Was in charge of the **stock management** for the portable devices section.

Over my 3 years, I contributed to always achieving our quarterly revenue goals and successfully passed mystery-shoppers test scoring above the chain's average, gaining the recognition of our regional manager.