



Andrea Zepeda

CONTACT

✉ andreazepeda003@gmail.com

☎ 469.877.4712

🌐 axz003.github.io/PortfolioAZ/

🌐 [linkedin.com/in/axz0003](https://www.linkedin.com/in/axz0003)

EDUCATION

BACHELOR OF ARTS:

Major: PR/AD & News/Editorial Writing, Spanish

Minor: Marketing & Logistics, Latin American & Latino Studies

2016

University of Arkansas

2015

Universidad Antonio de Nebrija
Madrid, Spain

COMPUTER SKILLS

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

STRENGTHS

Excellent writing & communication skills, strategic, problem-solver, self-starter & planner, social media, excellent organization & time management skills, detail oriented, multi-tasker, bilingual.

EXPERIENCE

ASSISTANT MEDIA BUYER/DIGITAL PROJECT MANAGER

Ivie & Associates | Jan 2017 – Present

- Provide strategic thinking related to client's needs.
- Maintain relationships with local and national stations.
- Manage broadcast buys and invoicing for clients through STRATA.
- Assist the broadcast team, clients and vendors with production, traffic and on-air summaries.
- Currently taking on an Assistant Media Buyer and Digital Project Manager.
- Attend new client kick-off meetings and brainstorm sessions.
- Provide support to the digital team in on-going campaigns.
- Manage digital team workload and provide support when new client tasks are given to the team.

STRATEGIC OPERATIONS SUPPORT SPECIALIST

Ivie & Associates | Oct 2016 – Jan 2017

- Provided support to critical marketing initiatives on behalf of Ivie and its clients.
- Provided on-site support to clients nationwide.
- Cross-trained in account coordination, traditional media buying, and production direction.

INFLUENCER CAMPAIGN LEADER/SOFAB FOOD INTERN

Collective Bias | April 2016 – Oct. 2016

- Led influencer campaigns to produce daily content.
- Produced forms of communication, creative tasks, newsletters, email blasts, and created original content for the SoFabFood blog.
- Managed social media accounts and increased following and presence in their respective markets.
- Managed content on the SoFabFood website through WordPress.
- Provided google analytic reports daily, weekly and monthly.

DIGITAL STRATEGIST

Mockingbird Creative | Jan 2016 – May 2016

- Oversee marketing projects and clients.
- Met with clients on a weekly basis and fulfilled their marketing needs.
- Created original blogging and mass marketing content.

CERTIFICATIONS

FULL STACK DEVELOPER STUDENT

SMU Coding Boot Camp | Feb 2018 – August 2018

- Six-month, part-time program that teaches front-end and back-end development.
- HTML, CSS3, JavaScript, Node.js, Java, Express.js, React.js, Database Theory, Bookshelf.js, MongoDB, MySQL, Command Line, and Git