

Andre Edden

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PROFILE SUMMARY

An accomplished and multitalented professional highly regarded for the ability to examine and understand client needs and deliver innovative projects that engage audiences and turn casual readers into eager customers. Adept at performing in deadline-driven, fast paced environments while pushing creative limits to deliver projects that surpass all expectations. Manage content using platforms like Wordpress, Shopify, and Drupal to create landing pages and E-commerce stores and edit content. Well-versed in using content management systems to analyze website traffic and users' engagement metrics. Creative, analytical, and a proven collaborator, leveraging skills across industries and platforms with ease to produce dynamic digital content. Passionate about effective storytelling and producing quality work, able to establish a strong style and a unique brand voice.

CORE COMPETENCIES

- Well-versed in researching and sourcing content for the company's website
- Able to repurpose content to fit the publishing media, video production or social media
- Work closely with the company's marketing team to devise online marketing strategies
- Adept at managing content across all platforms, including email and social media
- Demonstrated experience with social media engagement strategies and best practices
- Expertise in developing a web content strategy that encompasses the goals of a company
- Advanced written communication skills with astonishing presentation skills
- Cooperate with the marketing team to create web content and monitor its effectiveness over time
- Skilled in creating original content that targets a specific audience and meets company objective

SKILLS HIGHLIGHTS

Content Management
Web Content Writing
Project Management
Agile Development
Relationship Building

Brand Development
Promotional Campaigns
Requirement Analysis
Creativity & Innovation
Research & Trend Analysis

Digital Storytelling
User Experience
Client Communication
Audience Engagement
Web Copywriting/Editing

Technical Skills: HTML, Cascading Style Sheets (CSS), JavaScript, HTML Emails, E-Commerce

PROFESSIONAL WORK EXPERIENCE

Executive Sous Chef – P.F. Chang's

Oct 2021 – Present

- Responsible for performing various tasks on the line, counting and rotating inventory.
- Lead a team that brought product waste down 6%.
- Implement a cross utilization of multiple dining areas increasing revenue by 15%.
- Monitored sanitation practices to ensure that employees follow standards and regulations.
- Checked the quality of raw or cooked food products to ensure that standards are met.
- Estimated amounts and costs of required supplies, such as food and ingredients.
- Won employee of the month back-to-back from Jan-Feb for hard work and performance.

Manager – Buffalo Wild Wings

Dec 2019 – Oct 2021

- Managed team members to meet projected monthly sales by 1% and coaching on up-sale tactics.
- Led team members while lowering food and alcohol cost by 2%.
- Reduced negative reviews and coached FOH on gaining increased tips.
- Opened and closed the store, managed inventory, and increased team productivity by 3%.
- Looked after the store maintenance, cleanliness of store, and maintained high safety standards.
- Responded to and effectively resolved customer complaints in a timely manner to ensure satisfaction.
- Maintained inventory control of all products and enforced all proper food sanitation procedures.
- Recognized for the month of July, 2021, for exceeding expectations, delivering positive results impacting the store, and being the life of the party.

Technical Support Specialist – Amazon Web Services (AWS)

Mar 2020 – Feb 2021

- Handled customer communications using incident handling, escalation, quality measurement procedures, and work instructions.

- Increased productivity during the pandemic and decreased wait/hold times.
- Provided excellent customer support while providing technical assistance in an efficient yet friendly and patient manner.
- Leveraged multiple tasks during peak periods, specializing in prime video troubleshooting, retail support, and general IT solutions with a vast escalation ticket system with industry standard flow tools.
- Performed second level troubleshooting of daily customer problems and concerns for both vertical and horizontal customers.
- Provided technical support and issues resolution for hardware & software problems in order to support required productivity levels.
- Assisted users with technical training and troubleshooting on office support and productivity tools.

EDUCATION

- **Java Full-Stack Developer – [Per Scholas](#)** **2021 – 2022**
Studied Java Full Stack Development. Worked in Various groups using JIRA to create mock projects with agile methodologies. This course provided classes front the front-end languages to back-end languages.
- **UnderGraduate, Digital Media Design – [Baker College](#)** **2013 – 2014**
- **High School Diploma – [Mount Clemens High School](#)** **2009 – 2013**