

Andrea C. Rafala

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Work Experience

- ✦ *Keiler & Company, Farmington, CT.* *Oct 2009- Present*
Assistant Account Manager
 - Handle all billing, internal communications, meeting and presentation coordination, and client relations for four major B2B and B2C clients in the Financial Services, Insurance, and Sports industries.
 - Assist with monthly media insertions, trafficking TV, radio, and online insertions, as well as forecasting revenue for various accounts.
 - Manage internal and external project schedules based on both client and internal timelines.
 - Participate in a group which has written, presented, and is in the process of implementing a business plan to better the agency process.

- ✦ *The Worx Group, Prospect, CT.* *March 2009 – Oct 2009*
Account Coordinator
 - Acquired over five client accounts from an Account Manager in addition to existing projects.
 - Provided support to the account managers for three of the company's major accounts by proofing and editing website content and relaying client feedback to the digital team.
 - Managed relationships with vendors/external services for client projects such as print production, campaign events, and media buying.
 - Supervised a mid-sized website redesign and development by acting as the sole account resource.
 - Assisted in strategic planning and development for client campaigns and branding.
 - Presented in a new business pitch for a million dollar account acquired in Summer 2009.

- ✦ *Mintz and Hoke Communications, Avon, CT.* *May 2008 - Feb 2009*
Account Coordinator
 - Collaborated in design, development, and maintenance phases of a million-dollar website redesign.
 - Coordinated the budgeting and company selection process of two website translations.
 - Managed client's ad campaign and collateral materials during their acquisition of a company in the Defense industry.
 - Prepared and executed focus groups for client research.

- ✦ *Cashman & Katz Integrated Communications, Glastonbury, CT.* *Dec 2007 – Jan 2008*
Advertising Intern

- ✦ *McLaughlin, DelVecchio, & Casey Advertising, New Haven, CT.* *Sept 2007 - Dec 2007*
Advertising Intern

Education Experience

- ✦ *Quinnipiac University, Hamden, CT.* *Graduated: May 18, 2008*
Bachelor of Science in Advertising, minor in Psychology

Other Experience

- ✦ *Jane Doe No More, nonprofit* *Sept 2010- Present*
Social Media Team Member
 - Assist with promoting upcoming events via social media sites (Facebook, Twitter, etc.).
 - Increase awareness by creating contests or sharing relevant articles via these mediums.

- ✦ *5 Diamond Photography, Cromwell, CT* *Jan 2011- Present*
Assistant Photographer
 - Act as a second shooter to photographer at various types of events, with a focus on weddings.
 - Attend biweekly training sessions to increase knowledge of industry and camera functions.