



Andrea Lorentz

Technical Writing & Communications



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<http://drea286.github.io/coverpage>

EDUCATION

BA: Technical Communication

Minors:

- ◆ Public Relations
- ◆ Visual Communication Design

Eastern Washington University, 2017

Honors: Summa Cum Laude

AS: General Studies

North Idaho College, 2014

SKILLS

Software / Publishing Tools:

- ◆ Google Suite
- ◆ Adobe Creative Cloud
- ◆ SmartPublisher
- ◆ The Media Audit
- ◆ Microsoft Office
- ◆ MadCap Flare

Social Platforms:

- ◆ LinkedIn
- ◆ SharePoint
- ◆ Facebook
- ◆ Twitter

Programming Languages:

- ◆ HTML
- ◆ CSS

CERTIFICATIONS

Google: Analytics & Ad Manager

Adobe CC: Premiere Pro & InDesign

PROFESSIONAL AFFILIATIONS

Public Relations Society America (PRSA)

EWU Career Mentoring Program (CMP)

Women's New Leadership Retreat

PROFESSIONAL EXPERIENCE

Barista | June 2012 - April 2016

Starbucks | Spokane, WA

- ◆ Develop customer relationships

RELEVANT EXPERIENCE

Production & Advertising Support | May 2017 - Present

The Inlander | Spokane, WA

- ◆ Process and track ad fulfillment by communicating the production specifications with clients and sales team.
- ◆ Generate contracts and proposals for the sales, events, and production teams.
- ◆ Create marketing flyers, rate cards, media statistics reports, and proof of performance reports.
- ◆ Use The Media Audit to stay on top of the latest research, strategies, and competition.

Content Marketing Associate Intern | Apr 2016 - May 2017

AMX by Harman Audio & Video | Cheney, WA

- ◆ Create marketing copy by reviewing engineering specifications and translating into simple terms.
- ◆ Produce and develop technical documents by communicating with marketing and engineering teams.
- ◆ Deliver necessary materials for trade shows.
- ◆ Create digital product campaigns and campaign content.

Social Media / Advocacy Intern | Oct 2016 - Feb 2017

Together We Rise Non-Profit | Online (HQ in Brea, CA)

- ◆ Organize and manage a large fundraising event with local businesses to benefit foster youth.
- ◆ Build and coordinate a multi-channel campaign for the success of my fundraiser and raising awareness.

ACADEMIC PROJECTS

Grant Proposal Writer | ISAAC Foundation | Winter 2017

- ◆ Project leader for a 14-page grant proposal to request \$10k for a program to help children with autism.

Technical Writer | iFixit: The Free Repair Manual | Fall 2015

- ◆ Managed and wrote five instruction guides on a team.
- ◆ Applied developed methods and photo documentation.

Designer | Council Programs Tech & Science Comm | Fall 2016

- ◆ Redesigned the CPTSC 2015 online program guide applying design principles using Adobe FrameMaker 10.

Technical Writer | LightShot Instructional Guide | Winter 2016

- ◆ Created 16-page instruction guide using MadCap Flare.
- ◆ Performed usability testing, analysis, and synthesis.

Interviewer / Videographer | Travel Blogger | Fall 2017

- ◆ Filmed and edited a professional 10 minute interview using professional lighting, backdrops, and equipment.