

Andrea Tyrell

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andreatyrell.com
marketer • writer • advocate • cyclist

Detail-oriented team player with extensive experience in traditional and online media, public relations, editorial endeavors and community building. Creates compelling content and formulates strategic marketing initiatives. **Let's get to work!**

COMMUNITY BUILDING

- City of Austin Pedestrian Advisory Council member (2023/2025 term)
- I ♥ cycling: Austin Social Cycling participant, Black History Bike Ride marshall/sweep, Austin Bicycle Meals, BBB_ATX leader
- Mentor, Con Mi Madre, 2020
 - Mentoring first-generation Latina college students through scholarships, housing and the college experience via Zoom
- Legislative Volunteer Aide and Floor Speaker, PLAN and Nevada Coalition for Women's Equity, 2017 - 2018
 - Researching data about the "pink tax," notes scribe
- Event Speaker at People's Action RISE UP conference, April 2017
 - Educating attendees about menstruation issues (period poverty) in Nevada

MARKETING + CREATIVE

Freelance Marketing Consultant + Writer

Jan. 2006 - Present

- Optimizes digital branding for websites, social accounts and SEO/SEM. Generates click-throughs and monitors digital reach across various channels
 - Social media (Meta, X, TikTok, LinkedIn, Reddit) and analysis platforms; email marketing (MailChimp, ConstantContact); web building and basic design/coding and web building (WordPress, Wix), e-commerce (Shopify, Square), project management tools (Jira, Asana, Trello), G-Suite
- Develops frameworks and compiles analytics reporting for KPIs
- Proven track record of building brands through influencer marketing and partnership management with B2B and B2C tactics. Researches and develops relationships with influencers, stakeholders and local communities
- Coordinates multifaceted events, working directly with organizers and volunteers
- Freelance writing: *EthNews*, *Bliss Babe (Life) Magazine*, *Reno Tahoe Tonight* (AP Style proficient)

Copywriter • Giddy

Feb. 2023 - May 2023

Wrote content across all marketing channels, including web copy, email campaigns, articles and video scripts; developed and maintained the brand voice and tone

Social Media Specialist • The Automotive Advertising Agency

Sept. 2018 - Oct. 2019

- Created and strategized online advertising and social content (paid and organic). Tracked and analyzed social analytics reports to gain insight on traffic, and identified goals and KPIs. Presented data to clients and stakeholders
 - CRMs (Salesforce, NEON)
- Implemented ad campaigns by determining goals, targeting and audiences, budgets and managing ad spend
- Assisted with crisis/reputation management
- Worked cross-functionally with in-house and independent acquisition, product and legal/compliance teams

Office Admin + Graphic Designer • Artown

July 2013, March 2014 - May 2015

- Created the Little Book of Events (distribution reach: 300,000), adverts, playbill, flyers and the Final Report; assisted with content creation and rebranding efforts (Adobe Creative Cloud, Final Cut Pro, Audacity, Ableton Live)
- Organized over 500 event submissions, presenter relations and membership programs via online platforms; maintained box office, mailings and revenue

EDUCATION

B.A. • University of Nevada, Reno; Dec. 2015
Major: Journalism, with an emphasis in Advertising and Public Relations
Minor: Spanish

CERTIFICATIONS

- Meta- Blueprint certification
- Google Ads; Google Analytics IQ
- Bing Ads certification
- The New Philanthropists Equity Workshop completion
- SEMrush SEO Toolkit