



# Andrea Riley

Creative Digital Marketing Specialist



## Contact

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### WWW

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## Professional Summary

Creative Digital Marketing Specialist with proven record of exceeding objectives by developing multifaceted marketing content. Passionate about connecting to target audiences through powerful messaging and visual communication.



## Work History

2021-01 -  
Current

### Digital Marketing Specialist

DocResponse, Houston, TX (Remote)

- Creates and deploys social media content to engage target audiences and boost brand awareness.
- Designs online and print advertisements with consistent adherence to deadlines.
- Writes content for blog posts, email marketing campaigns, and sales presentations to educate audiences about software.

2018-11 -  
Current

### Freelance Content Writer

The Movie Sleuth, Detroit, MI

- Writes film reviews and news articles for entertainment website.
- Completes accurate, polished formatting in line with publishing standards prior to submission.
- Promotes and markets content through social media platforms.

2020-03 -  
2020-12

### Freelance Content Creator

Menture Inc., Toronto, Canada (Remote)

- Designed dynamic content marketing for broad client base to drive consumer awareness of brands.
- Produced original, engaging written content for



## Skills

Content creation

Content editing

Digital marketing

Social media management

Communications

Video editing

Graphic design

Copywriting

Advertising

Proofreading

Branding

Social media tools

Marketing strategies

Multi-channel marketing

Email marketing campaigns



## Software

Canva

Adobe Premiere Pro

landing pages, drip campaigns and blog posts.

- Curated stock images for websites and social media campaigns.

2008-06 -  
2020-01

## ● **Video Editor / Digital Marketer**

Midwest Video Company, Troy, MI

- Edited together video, audio, still imagery and motion graphics for creative, informational multimedia projects.
- Worked tight deadlines with team and made quick creative editing decisions to maintain high quality of work.
- Promoted company through paid online ads, social media posts, email campaigns, and print advertising.

Adobe Photoshop  
Avid Media Composer  
Microsoft Office  
Constant Contact  
Mailchimp  
Hootsuite  
WordPress  
Slack  
HubSpot  
Google Ads  
Google Analytics

2006-05 -  
2008-05

## ● **Assistant Editor**

GotGame, San Francisco, CA (Remote)

- Wrote and created content for various topics on gaming website.
- Proofread, edited and evaluated final copy to verify content aligned with established guidelines.
- Conducted interviews with important figures in the gaming industry.



## **Education**

### ● **Bachelor of Arts: Film/Video Studies**

University of Michigan - Ann Arbor, MI

### ● **Certificate: Multimedia Communications**

Oakland Community College - Royal Oak, MI