

ANDREA RYAN

MARKETING PROFESSIONAL

PROFILE INFO

Marketing professional with expertise in all aspects of creative, strategic marketing, including social media, digital and traditional advertising, public relations, event planning and management.

CONTACT INFO



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717-793-1800



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Address
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Seven Valleys, PA 17360

SKILLS

Marketing Plan Development
Budget Creation
Social Media Marketing
Digital Marketing
Graphic Design
Web Design & Maintenance
SEO Optimization & Analysis
Media Placement
Photography
Video Production
Branding
Reputation Management
Content Creation



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my portfolio site

WORK EXPERIENCE

Marketing Manager **6/2017 to Present**
Saubel's Markets

Developed and implement advertising plan for a chain of four grocery stores. Produce and place radio and television commercials. Create, schedule, promote and analyze social media marketing. Maintain website. Provide timely response to online reviews. Design collateral material for customers and employees.

Marketing Manager **6/2013 to 6/2017**
The Markets at Hanover

Developed and implemented advertising plan. Led rebranding initiative. Wrote, produced and placed radio, television, online campaigns, and print ads. Developed and maintained presence on facebook, instagram, Google Business, youTube and TripAdvisor platforms. Managed social media plans across several channels. Designed all collateral materials. Developed and managed special events. Created and maintained several websites.

Marketing Director **5/2005 to 5/2013**
Children's Home of York

Senior Leadership Team member. Developed budget and directed all marketing activities in conjunction with the Board of Directors. Involved in business-to-business marketing, strategic planning and event management. Designed all collateral materials.

Marketing Consultant **7/2004 to 4/2005**
Association of Food & Drug Officials

Temporary Marketing Consultant responsible for developing budget and marketing plans. Assisted with daily marketing activities.

EDUCATION

MBA | Saint Francis University, Loretto, PA
BA | Lock Haven University, Lock Haven, PA