

Andrea Lemieux

Communicator. Storyteller. Strategist.

Education

DePaul University, Chicago, IL

Master of Arts // Expected June, 2015
Public Relations and Advertising
GPA 3.97

Bethany Lutheran College, Mankato, MN

Bachelor of Arts // 2008-2011
Communication, Organizational Emphasis
Magna Cum Laude

Relevant Courses

- ◆ Advertising Principles, DePaul
- ◆ Strategic Campaign Planning, DePaul
- ◆ Social Media Marketing, DePaul
- ◆ Media Relations, DePaul
- ◆ Public Relations Writing, DePaul
- ◆ Crisis Communication, DePaul

Skills/Activities

Skills

Microsoft Office
CisionPoint
Public Speaking
Pinterest, LinkedIn, Facebook, Twitter,
Instagram

Activities

PRSA Member, 2013-Today
Writing Tutor, Bethany Lutheran College
Forensics Team, Bethany Lutheran College

Work Experience

Marketing/Administrative Assistant // June, 2013-Present Lemieux Wealth Strategies, LLC

- ◆ Assist Financial Consultant with specific client interactions
- ◆ Create and route marketing communication materials
- ◆ Facilitate smooth operations of internal office procedures through scheduling and organization
- ◆ Launch strategic marketing efforts through social media, website and events

Sales Representative // October 2011-June 2013

Verizon Wireless

- ◆ Discover technology solutions for a variety of customers
- ◆ Execute quality results under a high-pressure deadline through organization and time management
- ◆ Adapt and turn change into an advantage through innovative problem solving
- ◆ Communicate effectively in a team oriented setting

Event Planning Intern // June 2010-August 2010

Brainerd Lakes Chamber Pequot Lakes Office

- ◆ Plan and implement community Chamber events
- ◆ Improve Chamber member relations with local businesses by demonstrating value
- ◆ Participate in Chamber employee functions
- ◆ Brainstorm ideas for Chamber expansion in the community

Relevant Course Work

#twinkied Advertising Campaign // Advertising Principles

- ◆ Create a campaign that promotes the re-launch of the Twinkie
- ◆ Utilize team strengths to complete a thorough campaign on deadline
- ◆ Apply integrated marketing principles to establish a holistic approach to the launch of the product

Brand Social Media Case Study // Social Media Strategy

- ◆ Analyze current social media strategies employed by the Weight Watchers brand
- ◆ Recommend improvements to the current social media strategy