

# Andrea Francesca Tucker

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Portfolio: [www.francescatucker.com](http://www.francescatucker.com)

## Education

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**California Polytechnic State University** San Luis Obispo  
Bachelor of Arts in Communication Studies - 3.6 GPA

## Marketing and Related Experience

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### Marketing Manager at Barn & Willow - Menlo Park, CA

November 2019 - Present

- Analyze marketing data with Google Analytics (campaign results, conversion rates, traffic etc.) to shape future marketing strategies
- Own and execute brand partnership giveaways
- Own and execute the marketing strategies for email, social, influencer, and web channels
- Provide art direction for marketing graphics/collateral design
- Lead a team of 3+ individuals
- Developed new newsletter signup sites directly leading to a 600% increase in newsletter signups
- Instigated a drip campaign for partnership giveaways that garnered 250+ new inquiries
- Implemented email personalization and automated campaigns leading to 400% increase in click through rates
- Increased new user traffic 55% sourced through organic social channels
- Instituted weekly team meetings and enforced best practice reporting procedures to enhance company-wide internal communication efficiency

### Marketing Intern at Azazie - San Jose, CA

June 2018 - November 2018

- Pitched and executed Instagram TV marketing campaigns
- Researched, negotiated, and contracted influencer collaborations
- Coordinated the company blog with engaging content and guest bloggers
- Presented analytics and data for strategy planning at weekly web optimization meetings
- Created and published monthly social calendars for Facebook and Instagram
- Curated flat lay photoshoots for promotional content
- Conducted outreach to industry professionals

### Senior Project at Cal Poly - San Luis Obispo, CA

January 2018 - May 2018

- Created promotional videos that increased adoption rates of animals with undesired traits at Woods Humane Society
- Demonstrated theories of persuasion as a thesis project

### Her Campus Cal Poly – San Luis Obispo, CA

#### Senior Editor

September 2017 - June 2018

- Managed a team of 30+ writers, provided feedback and assistance to each team member
- Developed the chapter's quarterly editorial calendar
- Provided top edits for all articles to assure grammar, punctuation, format, and voice

January 2017 - June 2018

### **Instagram Manager**

- Posted engaging content to the Her Campus Cal Poly Instagram page
- Brainstormed and executed team social media campaigns

January 2016 - June 2018

### **Staff Writer**

- Composed multiple published articles per quarter, leading to recognition from the national chapter

November 2017 - May 2018

### **Marketing Intern at Premier Renewables – San Luis Obispo, CA**

- Developed and executed the overall social media marketing plan
- Curated promotional material and edited company publications

June 2017 - September 2017

### **English Editor Intern at RiskVision – Sunnyvale, CA**

- Developed product content around top industry standards
- Proofread manuals and promotional publications for errors and omissions and ensured that content is written per instructions

June 2016 - August 2016

### **Social Media Intern at Together We Rise, Nonprofit – Remote**

- Planned and executed a fundraiser to raise awareness and funds for the organization while curating content for their various social media platforms
- Performed outreach to local businesses and clubs to advocate for the organization's programs

## **Skills/Applications**

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**Skills:** Editing, Writing, Content Creation, Creative Thinking, Marketing Research, Social Media, Public Speaking, Project Management, Photography, Video Production/Editing

**Applications:** Google Analytics, Google Campaign URL Builder, Shopify, Wordpress, Canva, Survey Monkey, Klaviyo, Mailchimp, Later, Iconosquare, Adobe Spark, Adobe Photoshop, Adobe InDesign, Premiere Pro CC, MS Office, Windows, iOS, MAC OSX

**Relevant Coursework:** Media Effects, Public Relations, Business Communication, News Reporting and Writing, Intercultural Communications, Interpersonal Communications, Persuasion