

Andrea N. Pulley

(708) 214-4947 | andreapulley@yahoo.com | Dolton, IL
www.dreapulley.com

PROFESSIONAL SUMMARY

I'm a digital marketing coordinator with transferable skills from animation production and graphic design. I've created brand identities, facilitated product development, and curated digital marketing plans for multiple businesses, including The Loop Branding Boutique and Doki Doki Threads, a freelance project..

TECHNICAL SKILLS

- | | | |
|--------------------------|------------------------|----------------------|
| • Animation Production | • Presentations | • Adobe Firefly (AI) |
| • Graphic Design | • Data Analytics | • CRM |
| • Video Editing | • Google Analytics | • Hubspot |
| • Digital Marketing | • Google Ads | • Clickup |
| • Copywriting | • Youtube Ads | • Canva |
| • Social Media Marketing | • Adobe Creative Suite | • Shopify |

EXPERIENCE

GameStop | November 2024-ongoing

Key Holder, Sales Associate

- With our off-season, it's harder to drive sales, but I stabilised our metrics with consistent game warranty sales after noting a change in customer shopping.
- Restructure merchandising by brand, title, and colour for easy browsing and shopping, driving more hardware sales for customers.

DokiDokiThreads | January 2025-April 2025, **remote**

Digital Marketing Coordinator, Graphic Designer

- Redesign the brand for a bright, exciting new look to reinvigorate their customers.
- Developed and redesigned their responsive website to reflect the new brand identity on Shopify.
- Conducted a Survey Campaign to gain insight for product development and customer interest.
- Segment emails for acquisitions, sales notifications, and reminders.
- Curated content for social media marketing
- Gained a 300% increase in activity on the website and orders.

The Loop Branding Boutique | April 2024-October 2024, **remote**

E-Commerce Operations Specialist, Graphic Designer, Digital Marketing Specialist

- Managed order intakes, customer correspondences, and CRM management.
- Created digital marketing plans via social media, email marketing, content creation, and copywriting.
- Created visual design deliverables for customer orders, events, presentations, adbooks and more for over 20 clients.
- Developed new products and services like the Branded Loop Box and Brand Development

Cosmo Concierge | July 2023-October 2023, **remote**

Operation Assistant Intern

- Curated content for content and social media marketing
- Analysed metrics and data to refocus and adjust marketing plans
- Revived energy in their digital presence with video marketing and motion graphics

Independent Publishing Group | March 2023-June 2023, **remote**

Graphic Design Marketing Intern

- E-Commerce operations, fulfilling book orders and managing shipping.
- Resolve Customer Service trouble tickets.

EDUCATION

Adobe Graphic Designer Certificate - Adobe/Coursera

Pending

Google Digital Marketing & E-Commerce Professional Certificate - Google/Coursera

March 2025

Digital Marketing Certificate - Hubspot Academy

October 2024

Columbia College of Chicago- Chicago, IL

May 2013, Bachelor of Arts in CG Animation, Film