

Andrew Boucher
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Profile

Highly motivated and driven team player with training and experience in digital marketing and developing and managing brands. Thrives in fast-paced environments and is able to adhere to tight deadlines. Skilled in social media, with additional experience in SEO, email marketing and content management.

Key Skills

- Strong written and oral communication skills
- Digital marketing experience
- Consumer research
- Content management
- Networking

Education

Bachelor of Business Administration, Marketing

University of Wisconsin-Madison, Madison, WI, September 2016 - June 2020

Courses Completed:

- Brand Management & Strategy
- Marketing in a Digital Age
- Global Marketing Strategy

Professional Experience

Marketing Intern, Pink Parrot Marketing Consultants, Madison, WI

September 2019 - June 2020

- Conducted keyword research to help develop SEO marketing strategies for a range of clients, including local businesses and national clients
- Recommended social media strategies that targeted specific demographics, helping grow leads for clients by an average of 12%
- Drafted range of marketing materials including email newsletters, press releases, keyword-rich blog posts and social media posts

Sales Assistant, Black Cat Books, Madison, WI

September 2016 - June 2020

- Developed website and social media presence for company, leading to 37% increase in sales
- Suggested variety of marketing initiatives, including staff recommendations, author signings and a writer's group, which brought 45% more traffic through the door
- Worked as part of a team to deliver superior customer service to consumers