

Ande Truman

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I am a results-driven design and marketing specialist with a synergistic approach in integrating multiple media platforms to advance your company's goals, sales, and retention.

Proven Track Record

- Designed and managed international and domestic websites for audiences up to 350k page views per month.
- Created weekly mailings for database which doubled corporate newsletter growth from 83,000 to 170,000+.
- Used an equally in-depth understanding of technical and creative processes to serve as project manager between multiple departments.
- Created 500+ artistic solutions for over 200 domestic and international clients.
- Developed social media strategies that resulted in an exponential increase in fans, interactions, and website traffic. Assisted in social media strategy for fan base of over 1.2 million.
- Created and drove independent, non-profit fundraising campaign using social media, blog writing, E-mails and direct mail.

Professional Skills

Web Design

- Graphic layout and digital ad design
Strategy, design, development, and facilitation of company websites
- Strategy, design, building, and implementation of internal and external company E-mail newsletters
- Essential CMS editing to HTML and CSS code

Digital Marketing

- Devising and executing ROI-driven marketing campaigns through strategic management of writers, designers, developers, analytics specialists, and 3rd party vendors
- Continuously optimizing website and SEO through analytics
- Implementing and training of content management and project management systems

Print Design

- Logos/corporate identity
- Brochures, media kits, posters, T-shirts, book covers, etc.
- Ad designs published in 6 national magazines

Social Media

- Identifying appropriate platforms and executing ad campaigns
- Corporate strategy, networking, and daily management through scheduling, posting, and monitoring on Facebook, Twitter, Pinterest, Tumblr, and YouTube

Photo/Videography

- DSLR photo/video filming/editing for professional clients
- Cover photo: Ministry Today Magazine and Inspiration Magazine, Full page photo: World Magazine, Website Home Page Feature: National Geographic
- Extensive photography portfolio development

Software Proficiencies

- Adobe Photoshop, Premiere Pro, Illustrator, Microsoft Office
- Wordpress, Blogger, iContact, Silverpop, Mail Chimp, etc.
- Internal technical support | PC and Mac OS | WPM: 90

Awards

- 16 fine arts awards with a high adaptability to textiles & mediums
- Employee of the Month | November 2014

Personal Development

- Traveled to and/or lived in 23 countries worldwide.
- Sound technician for live events and music recordings, and musician for 15 years.
- Owner of cooking and frugal living website: BrokeandHealthy.com and 3 years of restaurant supervisory experience.
- Facilitated high and low ropes course team building for 5+ years.
- Embraces 7 Habits, Speed of Trust, and 4 Disciplines work models and member of corporate ad hoc committee to boost morale.
- Fostered motivating and safe environments for at-risk teenagers in hazardous international and domestic settings.

Employment History

Digital Marketing and Product Manager

INSP | Charlotte, NC 2010 - Present

Graphic Designer and Marketing Coordinator

The Building Community Center | Trnava, Slovakia 2008 - 2009

Advertising Promotions Coordinator

Strang Communications | Orlando, FL 2005 - 2007

Freelance Multimedia Designer, Marketing and Social Media Consultant

2004 - Present

Education

Appalachian State University

Member of academic honors program

Valencia Community College

- Associate of Arts Degree
- President's and Dean's List
- Areas of study: Graphic Design, Computer Technology

Endorsement Highlights

“Her expertise in web back-end, art and design makes her a triple threat in her field. And she's lightning fast.

She brings a level of trust and honesty to every endeavor in which she is involved. If you ever get the privilege of working for or with Ande Truman, YOU win.”

Melissa, Director of Corporate Communications, Former Coworker

“She's a progressive thinker and is aggressive in learning and applying the latest applications and technologies in her efforts. She is a person of high value and a tremendous asset to any creative team.”

Farley, Vice President of Marketing & Communications, Former Direct Supervisor

“Ande would always challenge me to think more creatively and as a result we developed some of the best marketing and promotional campaigns our company had ever seen.”

Chris, Director of Sales and Marketing, Former Direct Supervisor

“Ande’s commitment to excellence in everything she does is unparalleled, and she never shies away from a challenge.”

Mari-Beth, Web Writer/Content Specialist, Former Coworker

“She consistently thinks, ‘How can we make this better?’”

Paul, Marketing Specialist, Former Coworker