

# JAMIE ANDREAS



639-470-3986



jamieleeandreas@gmail.com



jamieleeandreas.com

## ADDITIONAL LEARNING

Business and Udemy Inc.

Wordpress Website Development  
Course

Wix Website Mastery Course

The Complete Digital Marketing  
Course

Graphic Design Mastery

Digital Design for Graphic  
Designers

## EDUCATION

Bachelor of Marketing

Saskatchewan Institute for Applied Science & Technology (SIAST)

Marketing & Graphic Communication Degree

Red River College

Graphic Design Degree

Private College Association of Nova Scotia

## CERTIFICATION

Meta Certified Digital Marketing Associate Certification

Meta Blueprint

Digital Marketing & E-Commerce Certification

Coursera

Meta Social Media Marketing Certification

Meta by Coursera

Digital Marketing Strategy and Planning Certification

Digital Marketing Institute

Digital Marketing, Digital Advertising and Social Media Marketing Certification

Hubspot Academy

## WORK EXPERIENCE

Digital Marketing Specialist

Team Power Solutions

Marketing Manager

Warman Home Centre LP (Warman Home Centre, Warman Homes, Warman  
Truss, Warman Cabinets and Warman Metals)

Digital Marketing Manager

Primco Ltd.

Digital Marketing Specialist

Wyant Group (Jubilee Ford, Saskatoon Mitsubishi, Jaguar Saskatoon, Land  
Rover Saskatoon, Volvo Cars Saskatoon, Porsche Centre Saskatchewan, Audi  
Saskatoon, Mercedes- Benz and Alloy Collision Centre)

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## SKILLS

**Website Management:** Oversees the development, maintenance, and optimization of the company website. Ensures the website is user-friendly, visually appealing, and aligned with brand guidelines. Manages content updates, SEO (Search Engine Optimization), and usability testing to improve user experience and drive traffic.

**Digital Marketing Strategy:** Develops and implements digital marketing strategies to increase online visibility, attract visitors, and convert leads into customers. Utilizes a mix of digital channels such as SEO, SEM (Search Engine Marketing), email marketing, social media, and content marketing to achieve marketing goals.

**Content Creation and Management:** Creates and manages digital content for the website and other digital platforms. Develops engaging and relevant content including articles, blog posts, videos, and infographics. Ensures content is optimized for SEO and aligns with brand messaging.

**Social Media Management:** Manages social media accounts (e.g., Facebook, Twitter, LinkedIn, Instagram) to build brand awareness, engage with followers, and drive traffic to the website. Develops social media campaigns and monitors performance using analytics tools.

**Analytics and Reporting:** Utilizes analytics tools (e.g., Google Analytics, social media analytics) to track website traffic, user behavior, and campaign performance. Analyzes data to optimize strategies, identify trends, and report insights to stakeholders.

**Email Marketing:** Executes email marketing campaigns to nurture leads, promote products/services, and maintain customer relationships. Designs email templates, manages subscriber lists, and tracks email performance metrics.

**Online Advertising:** Manages digital advertising campaigns (e.g., PPC, display ads, retargeting) to drive traffic and conversions. Monitors ad performance, adjusts bids, and optimizes campaigns based on ROI and KPIs.

**SEO and SEM:** Implements SEO strategies to improve organic search rankings and increase visibility on search engines. Executes SEM campaigns (e.g., Google Ads) to drive targeted traffic and achieve conversion goals.

**Budget Management:** Develops and manages digital marketing budgets effectively. Allocates resources to maximize ROI and achieve marketing objectives within budget constraints.

**Cross-functional Collaboration:** Works closely with internal teams (e.g., marketing, sales, IT) and external vendors (e.g., agencies, freelancers) to coordinate marketing efforts, align strategies, and achieve business goals.