

# ANDREA MARIA ALVAREZ-MEOLA

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## EDUCATION

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### THE GEORGE WASHINGTON UNIVERSITY

BA in Psychology with concentration in Consumer Behavior and Marketing Communications (AAI)

**Washington, DC**

*December 2009*

### GEORGETOWN UNIVERSITY

EFL for academic purposes (non-degree program)

**Washington, DC**

*December 2006*

### UNIVERSIDAD METROPOLITANA

BA in Psychology (transfer from)

**Caracas, Venezuela**

*July 2006*

## EXPERIENCE

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### ARLINGTON & ASSOCIATES CONSULTING

**Doral, FL**

#### Advertising and Promotions Manager

*December 2010 - December 2011*

- Understanding consumer decision-making processes for different markets assessing influencers to identify and attract consumers.
- Conducting competitive analysis to develop more efficient and effective marketing strategies.
- Driving “product” introduction activities, including positioning and advertising strategies to maximize sales.

### NORAL GROUP INTERNATIONAL

**Washington, DC**

#### Outreach Manager

*May 2010 - December 2010*

- Analyzed strategic dissemination and effective distribution of Radio and TV Public Service Announcements (PSAs).
- Conducted primary and secondary research for proposals and social marketing communications projects.
- Supported US Government Departments and Agencies projects reaching out Hispanic communities.

### CHLOPAK, LEONARD, SCHECHTER & ASSOCIATES

**Washington, DC**

#### Intern

*January 2010 - May 2010*

- Contributed to obtain over thirteen million media impressions in a single communications campaign by providing media relations support to successfully organize national PR events.
- Pitched media outlets and monitored campaign performance for client reports by using Critical Mention and Cision Point.

### NATIONAL GEOGRAPHIC CHANNEL

**Washington, DC**

#### Ad Sales & Marketing Partnerships Intern

*August 2009 - December 2009*

- Contributed to increase sales and revenue growth for Q4 by tracking advertiser materials and acting as liaison between four Ad Sales teams and the local producers.
- Conducted research analysis and presented findings to the marketing team of product placements in competitive networks.

### GWU CAPITOL ADVERTISING

**Washington, DC**

#### Marketing Communications Coordinator

*September 2008 - June 2009*

- Won first place at the district level and ranked fifth in the National Student Advertising Competition of 2009.
- Contributed to the creation of a research based communication campaign to reduce alcohol overconsumption on college campuses.

### SONY ERICSSON

**Caracas, Venezuela**

#### Marketing Intern

*May 2008 - September 2008*

- Directed and presented to the Country Manager the “Mystery Shopper” project to assess SE’s market performance of new devices.
- Researched, translated and submitted competitive market product briefs (English-Spanish) and credit requests (Spanish-English).

## SKILLS

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**Computer:** Microsoft Word, Excel, PowerPoint, Access, Outlook. Photoshop, InDesign, Illustrator. Critical Mention, CisionPoint

**Languages:** Fluent in Spanish, proficient in Italian