

ANDREA MARIA ALVAREZ-MEOLA

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EDUCATION

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

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

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

Languages: Fluent in Spanish, proficient in Italian