

ANDREA (“ANDI”) DOUCETTE

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PROFESSIONAL PROFILE

- Detail-oriented, Bilingual French/English aspiring Social Media Coordinator and Content Creator
- Collaborative individual passionate about creating interactive and engaging marketing campaigns

EDUCATION

University of Illinois-Chicago (UIC), Chicago, Illinois

Bachelor of Arts in Communication, Minor in Psychology

Expected August 2023

Catholic University of Paris, Paris, France (study abroad)

Coursework in Social Media Marketing and French

July 2021 - August 2021

SKILLS

Social Media: HootSuite, Sprout Social, Twitter, Facebook, Instagram, Snapchat, and TikTok

Computer: Salesforce; Adobe Creative Suite (InDesign and PhotoShop); Microsoft Office (Word, Excel, PowerPoint, Access, Teams, and Outlook); Google Suite (Analytics, Docs, Sheets, Slides, Forms, and Drive); Prezi; Zoom

Languages: Bilingual in English and French (reading, writing, and speaking); advanced knowledge of Spanish

MARKETING RELATED EXPERIENCE

OK! Paris magazine, Paris, France

Promotions Intern

July 2021 - August 2021

- Assisted 10-member social media team with promoting magazine at upcoming summer festivals (8+ festivals) in Paris and other major French cities through posting on Instagram, Facebook, and Snapchat
- Utilized French language skills to increase Instagram followers 35% through the creation of contests which encouraged followers to take selfies with magazine at festivals with specific hashtags to promote magazine
- Participated in weekly team meetings to plan strategy to promote magazine through all media channels (digital, radio, and television) and collaborated with creative team to design hashtags and stock photos

Housing & Roofing Expert All-Stars, Lincolnwood, Illinois

Social Media Marketing Intern

January 2021 - June 2021

- Scheduled content for Snapchat and Instagram via Hootsuite and created content 4 times per week
- Coordinated logistics for 5 photoshoots by scouting the location, poses, props, and subject
- Increased follower count by 2,500+ on Instagram through hosting fun contests and interactive challenges
- Collaborated with 5 colleagues in marketing department to design multi-month, interactive social media marketing campaign to highlight seasonal promotions for placement on Facebook and Instagram

LEADERSHIP EXPERIENCE

UIC Reads Service Club, UIC, Chicago, Illinois

Membership & Training Coordinator

August 2020 - March 2021

- Recruited 20+ UIC students/year to serve as reading tutors in four first grade classes at Smith Elementary
- Provided four hours of interactive training to new tutors which covered evidence-based techniques and practices
- Staffed club table at 10+ campuswide events including Involvement Fairs, Service Days, and Award Nights

COMMUNITY SERVICE EXPERIENCE

Little Village READS at Erie House, Chicago, Illinois

Volunteer Tutor

September 2021 - April 2022

- Interacted with children and their families in English and Spanish weekly during after school program
- Helped children (first-third graders) with math and reading homework during each program session
- Engaged and facilitated challenging yet fun hands-on learning projects with children (30 children)
- Promoted self-esteem, a love for learning, and self-control to 30 children who participated in the program