

Andrea Plymale

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Who am I

Strategic communicator who challenges assumptions and centers underrepresented voices. I bring multicultural advocacy, innovative thinking, and cultural awareness to every project.

Experience

Aug. 2025 – Present	SALES ASSOCIATE Nordstrom BP Department, Portland, OR <ul style="list-style-type: none">Style customers and curate personalized product selections to meet individual preferencesWork toward biweekly sales goal of \$17k through product knowledge and attentive customer serviceMaintain visual merchandising standards and manage inventory to ensure floor presentation aligns with brand guidelines
Aug. 2025 – Present	STUDIO SALES + SOCIAL MEDIA COORDINATOR OHM Fitness, Beaverton, OR <ul style="list-style-type: none">Contact prospective members via phone and email to book trial classes and secure membershipsDesign social media content (Instagram stories, posts, reels) to showcase classes and promote studio cultureWork with the marketing team to ensure social posts align with monthly promotions and brand messaging
Jan. 2024- June 2025	ACCOUNT MANAGER Oregon Accelerator, Eugene, OR <ul style="list-style-type: none">Supported student-athletes in developing authentic personal brands and creating social media content aligned with sponsorship goalsConducted brand outreach and facilitated three partnership agreements, managing contract negotiation and content deliveryBuilt professional relationships between athletes and external business partners to support long-term collaboration
Jan. 2023- Feb. 2024	STUDENT AMBASSADOR & MULTICULTURAL RECRUITER University of Oregon Orientation, Eugene, OR <ul style="list-style-type: none">Served as student speaker at orientation events and conducted campus tours, representing underrepresented perspectives and communicating UO culture to prospective studentsHelped facilitate Duck Days (UO's largest open house) by greeting hundreds of guests and addressing family concerns about inclusionWorked with the admissions team to develop inclusive recruitment strategies for multicultural populations
Feb. 2020 - Sept. 2021	SALES & RECEPTIONIST The Lash Lounge, Lake Oswego, OR <ul style="list-style-type: none">Placed dozens of weekly outreach calls to introduce services and secure appointments and membershipsManaged daily scheduling and front desk operations, improving workflow and reducing appointment conflictsCollaborated with technicians to personalize client experiences and strengthen retention rates

Skills

MS Office
Keynote
Adobe Suit
Canva

Interest

Interior Design
Social Media
Beauty

Education

B.A in Advertising + Latinx Studies
University of Oregon | June 2025