

Andrea Bedoya



Contact Info

949.266.4554

ANDREANICOLEBEDOYA@GMAIL.COM

New York, NY/ Orange County, CA

Career Progression

CREATIVE MANAGER

Eli Pedraza/ PROVOVATOR , June 2017 - Present

- Initiating contact and communication with clients (Venessa Michaels, PAPER, Velobarber)
- Organizing and streamlining scheduling for multiple creative events and photo shoots
- Maintaining goals and policies and KPIs to ensure growth

SOCIAL MEDIA INFLUENCER RESEARCHER

HYPR - Feb 2020 - May 2020

- Assisted Account Management team on custom research projects
- Performed custom research inquiries for various high profile clients (Bobbi Brown, Neiman Marcus, L'Oreal)

STYLIST AND CUSTOMER SERVICE

JCrew Rockefeller Center - May 2019 - Sept. 2019

- Rolled out a loyalty program that enhanced customer experience and retention
- Facilitated transactions for clients using latest POS system
- Styled clients based on the seasons latest trends

SOCIAL MEDIA INTERN

Winefolded - Jan 2017 - June 2017

- Managed all social media sites (IG, Twitter) and website landing pages
- Produced original content for website and social media
- Compiled analytics reports with respect to KPIs

Education

Baruch College, CUNY

B.B.A Management / Entrepreneurship
Class of 2022

Orange County School of the Arts

Film and Television Dept.
Class of 2017

Technology / Aptitude



Adobe Creative Cloud (8 years)
Microsoft Office/ Outlook/ Word and Excel
Social Media (Twitter, Instagram, FB, Tiktok)



Interpersonal Communication (verbal/ written)
Relationship/ Connection Building
Detail Oriented