

# Andrea Obieta

**Email**

andreaobieta1@gmail.com

**Website**

andreaobieta.com

**Residence**

Minneapolis, MN

## Work Experience

2022-2024

**Jack Link's Protein Snacks**

Minneapolis, MN

**eCommerce Specialist/Copywriter****WRITING PROJECTS**

- Led copywriting for product descriptions, blog posts, website, emails, press releases across four brands
- Developed SEO copy and meta descriptions resulting in increased SERP visibility
- Developed copy for display and banner ads
- Developed copy for website personality quiz resulting in consumer data collection
- Developed copy for company brand books
- Executed Spanish translation for Amazon Product detail pages

**OTHER TASKS**

- Responded to 350+ reviews and 200+ questions from DTC consumers
- Created social media content for Tik Tok
- Managed WordPress publishing across four brands
- Reviewed and published UGC to all four brand websites
- Participated in campaign brainstorming sessions

2024

**TheBrandLab**

Minneapolis, MN

**Alumni Committee Project Manager****TASKS**

- Developed email marketing content
- Managed and Developed social media content

2021

**Collective Measures**

Minneapolis, MN

**Account Management Intern**

Contributed to executing a client's holiday campaign.

**TASKS**

- Holiday campaign planning and execution
- Assisted in executing snapchat lens marketing activation
- Data QA
- Extensive marketing trend research
- Client communication

2020  
**Target  
TheBrandLab**  
Minneapolis, MN  
(remote)

**Account Management Intern**  
Created a mock-up campaign for Oatly.

- TASKS**
- Ads, scripts, and manifesto copy
  - Storyboard design
  - Market research
  - Campaign pitch

2020  
**Best Buy**  
Richfield, MN

**Social Media Intern**  
Contributed to executing a back-to-school with Best Buy campaign.

- TASKS**
- Ads, scripts, and manifesto copy
  - Storyboard design
  - Market research
  - Campaign pitch

2019  
**Nina Hale**  
Minneapolis, MN

**SEO Intern**  
Wrote, edited, and QAd copy for clients.

- TASKS**
- Multi Market data analysis
  - Social listening
  - Frequent client marketing meetings

2018  
**Mirum**  
Minneapolis, MN

**Copywriting Intern**  
Blog post copy and website design..

- TASKS**
- Blog post copy
  - Website design development

## Education

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**University of Minnesota**  
Marketing and Journalism

**Normandale Community College**  
2-year business transfer student

**TheBrandLab Student**  
Marketing classroom and intern program

## Skills

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### Marketing Tools Experience

- WordPress
- Klaviyo
- Salsify
- Magento
- Yotpo
- GatherContent
- Jebbit
- Google Analytics
- Facebook Business Manager
- Excel, PPT, Word

### Languages

- English
- Spanish

