

# ANDREA MCFEE

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Portfolio: andreamcfee.com

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## SUMMARY OF QUALIFICATIONS

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I am a recent Fashion Marketing graduate with substantial experience in merchandising, styling, brand development, social media engagement, customer service, and more.

## SKILLS

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- Fashion Merchandising
- Marketing Communications
- Fashion Styling
- Brand Development
- Public Relations
- Retail & Customer Service
- MS Office: Word, Powerpoint, Excel
- Adobe Suite: Illustrator, Photoshop, InDesign
- Google Analytics Certificate

## EDUCATION

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### LaSalle College

Diploma, Fashion Marketing, 2020

## VOLUNTEERISM

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Volunteered at Bulkley Valley Hospital  
Volunteered at a retirement home

## EXPERIENCE

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### Social Media Coordinator

Little Mountain Vancouver | July 2019 – Current

- Create content for website & social media platforms
- Write copy for social media
- Schedule posts to Instagram
- Execute marketing campaigns and influencer collaborations

### Social Media Intern

KNOWSHOW | October 2019 – December 2019

- Created templates for instagram stories
- Worked on social media engagement
- Head hunted new brands for trade show

### Wholesale Intern

Skout Showroom | January 2019 – August 2019

- Organized incoming & outgoing shipments
- Data entry
- Assisted in buying meetings
- Merchandised showroom

### Visual Merchandiser

Nordstrom | November 2018

- Assisted set up for the holidays over a 3-night period
- Worked in a team setting

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