

## I will be the most passionate, successful, and driven member on your team. I have **PROVEN** results:

- Redesigned and developed a national cleaning brand's website which resulted in increased conversions by 43%, users by 32%, and sessions by 39% in just 90 days
- Created and launched a new travel blog in a niche market which grew to 3,000 monthly site visits in 4 months; grew 1,000 followers on Instagram and 14K on Pinterest within the year
- Successfully launched a social media campaign for a national travel company; Pinterest grew to 400K monthly viewers in one year which increased website visits by 50%
- Managed multiple fundraising activities in a local elementary school and implemented a new ecommerce site which produced over 15K in sales in less than 5 months

**I am a User Interface Designer with a strong passion for social media/digital marketing, authoring and branding. I have all the skills needed for tackling a UI or Art Director position. I'm a serial entrepreneur, marketing multiple successful businesses, and I will bring that same enthusiasm, success and experience to your company.**

### WHAT I CAN DO

- Build traditional and digital interfaces including mobile apps; using best practices for user experience
- Understand User Experience and create user-friendly experiences
- Develop and execute marketing, social media and brand strategies; using UCG platforms on social
- Maintain consistent messaging within brand identity ensuring high-quality output with marketing efforts such as email newsletter campaigns and other creative content
- Compose creative briefs, proposals and online articles and write succinctly for social media
- Evaluate talent in a recruitment process
- Oversee and manage others including assembling teams
- Manage projects, allocate resources and map schedules
- Design beautiful graphics and print pieces
- Implement SEO best practices

### MY WORK HABITS

- Meticulously organized
- Multi-task, prioritize and deliver consistently
- Create status reports/meetings to keep stakeholders informed
- Thrive in busy environments
- Accomplish challenging tasks with a positive attitude
- Lead, inspire, mentor
- Analyze problems, anticipate consequences and eliminate obstacles
- Team player, inspired by team collaborations
- Articulate intentions clearly and eagerly accept feedback

### THE BREAD CRUMBS

**HAPPY-INTERACTIVE**  
Business Owner/Designer  
2013 - present

**SHORETRIPS**  
Art Director  
Jan - Aug 2019

**GS DESIGN**  
UI Designer  
2003 - 2013

**DOOR COUNTY MOM**  
Owner, Designer, Travel Writer  
2018 - present

### HIGHER EDUCATION

California College of the Arts  
Graphic Design

University of Wisconsin-Milwaukee  
BA - Graphic Design

### MY SKILLS

- |                     |                  |  |
|---------------------|------------------|--|
| • Adobe CC Suite    | • MailChimp      | • WordPress  |
| • MS Office/G-Suite | • Trello         | (custom builds; multiple themes: Avada, Divi, Beaver and more) |
| • InVision          | • MailChimp      | • Adobe XD   |
| • Asana             | • CrowdRiff      |  |
| • Harvest           | • Later/Tailwind |  |

TO SEE WORK SAMPLES, PLEASE VISIT [DOORCOUNTYMOM.COM/ANDREA-ZEHNDER-PORTFOLIO](http://DOORCOUNTYMOM.COM/ANDREA-ZEHNDER-PORTFOLIO)

REFERENCES AND MORE DETAILS: [LINKEDIN](#)