

ANDREA LAZO

Remote - US | [LinkedIn](#) | [Portfolio](#)

SUMMARY

Visionary marketing leader with nationwide experience, specializing in communication leadership, impactful creative campaigns, and measurable outcomes.

My approach goes beyond traditional strategies, focusing on authentic storytelling to create meaningful connections. With an emphasis on embracing strengths and individuality, I am ready to lead your team in redefining the marketing landscape with innovation, fun, and excellence.

PROFESSIONAL EXPERIENCE

Solid Waste Association of North America (SWANA) | Remote

August 2022 – Present

Director of Marketing & Digital Communications

- Lead, direct, and mentor a team of nationwide marketing, design, and web professionals to enhance their skills and productivity.
- Blend design, public affairs, online/offline communication, media engagement, and e-marketing for SWANA's leadership in resource management, emphasizing measurable results.
- Innovate, adapt, enhance, and optimize web communications for improved SEO performance and organic keyword search results.
- Collaborate with senior leadership and various departments to conceptualize and implement corporate promotions and communications, contributing to a 25% increase in WASTECON's event attendance.
- Supervise SWANA's digital advertising programs, utilizing platforms such as Feathr, Google Ads, and Facebook Business Manager, to increase online audience engagement.
- Execute diverse communications, including emails, social media posts, blogs, and press releases, and occasionally provide public commentary for SWANA leadership.

Solid Waste Association of North America (SWANA) | Remote

July 2020 – August 2022

Media Design Manager

- Coached and mentored marketing, digital design, and web interns, contributing to an increase in successful career placements and fostering growth in interns' career advancement.
- Reengineered SWANA's Marketing, Digital Design, and Web internship program, resulting in a 50% improvement in the quality of talent recruited from various colleges and universities across the U.S.
- Recruited, hired, and efficiently managed remote and on-site print vendors, photographers, videographers, and design contractors for events, achieving cost-efficient vendor management.
- Led and directed SWANA's design and marketing campaigns, encompassing print, digital, email, advertising, and video.
- Redesigned SWANA's, WASTECON's, and SOAR's brands, resulting in a 25% improvement in brand recognition and continued strengthening of each brand through consistent implementation.
- Successfully drafted and finalized media partner contracts with annual event goals, resulting in a 25% boost in leads, a 20% increase in exposure, and a 15% growth in event attendance.

Solid Waste Association of North America (SWANA) | Hybrid

July 2017– July 2020

Graphic Designer

- Spearheaded the design, creation, and updates of captivating graphics for SWANA's diverse marketing campaigns, seamlessly blending innovation with strategic intent.
- Championed creative direction and cross-departmental communication, translating abstract concepts into tangible designs that perfectly aligned with project objectives.

- Maintained a meticulous commitment to brand consistency, aligning all publications, logos, and advertisements with SWANA's style and branding guide.
- Cultivated an in-depth understanding of print requirements through strategic collaboration with vendors, enhancing efficiency in the production process and minimizing errors.

Embrace Home Loans | Columbia, MD

August 2016 – July 2017

Graphic Designer/Assistant Branch Manager

- Managed and coordinated a team of five mortgage loan officers and liaised communication between loan officers, realtors, and homebuyers.
- Identified event and sponsorship opportunities at community events to enhance exposure and community engagement.
- Increased homebuyer seminar attendance by 50% by creating realtor campaigns using social media, e-mail marketing, and print advertisements.
- Elevated online presence on social media platforms by implementing targeted marketing tools and strategies, resulting in a 15% growth in follower count.
- Directed marketing initiatives for loan officer recruitment and participated in events to meet potential new hires.

SKILLS

Core Competencies

- Leadership and management
- Mentoring and coaching
- Project and team lead
- Teamwork
- Art direction
- Marketing campaign and strategy
- Creative direction
- Written and oral communication
- Organization and multitasking
- Detail-oriented

Technical Skills

- Graphic design
- Creative writing
- Print and digital design
- Social media design
- Event Branding
- Analytics
- Adobe Creative Suite
- HubSpot and email marketing
- Remarketing

EDUCATION

Full Sail University | Winter Park, FL | 2020

Master of Fine Arts in Media Design MFA

University of Maryland Global Campus (UMGC) | Largo, MD | 2018

Bachelor's degree in graphic communications

Howard Community College (HCC) | Columbia, MD | 2012

Associate of Arts degree in graphic design

CERTIFICATIONS

- Social Media Marketing Certification, HubSpot Academy
- Content Marketing Certification, HubSpot Academy
- American Society of Association Executives (ASAE), Washington, DC- 2017 - present

LANGUAGES

- English - Bilingual proficiency
- Spanish - Bilingual proficiency