

ANDREA TRIPP

MARKETING LEADER

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SUMMARY

A dedicated and enthusiastic marketing leader with over 11 years of experience in higher education. For the past 6 years, I have led a talented, high-performing team of digital marketing professionals. During my career in marketing at the University of Southern Maine, I led a website platform migration that increased user engagement year over year by 70%, developed an email marketing strategy focused on Gen Z that increased the overall open rate by 44%, implemented new content and engagement strategies that increased followers on the Facebook Page by 40%, and worked with my team to reduce email coding errors by 58%.

TECHNICAL SKILLS

Adobe XD	Drupal	iMovie	Salesforce
Adobe Photoshop	Google Suite	Kaltura	Slack
Adobe Dreamweaver	Google Analytics	MailChimp	WordPress
Campaign Monitor	Google Tag Manager	Marketing Cloud	Wrike (project management)
CSS	HTML	Microsoft Suite	Zoom

PROFESSIONAL EXPERIENCE

ASSOCIATE DIRECTOR OF WEB MARKETING University of Southern Maine | Remote/Hybrid/Portland, Maine | 2018 - Present

- Oversee the management, performance, governance, design, and user experience of the public website.
- Spearheaded the website platform migration project — developed the information architecture, wireframes, content strategy, business processes, and user training videos — increasing user engagement year over year by 70%.
- Developed an email marketing strategy focused on Gen Z that increased the overall open rate by 44%.
- Served as the Web Advisory Committee Chair and implemented the Website Governance Policy.
- Lead, coach, and mentor the digital marketing team of 5 and reduced email coding errors by 58%.

INTERACTIVE MARKETING MANAGER University of Southern Maine | Portland, Maine | 2011 - 2018

- Created strategies for online marketing efforts including web design, email marketing, social media, landing pages, and web content development.
- Increased followers on the Facebook Page by over 40%, implemented our first social media policy, and developed a process and easy-to-follow visual aid for staff to manage negative comments.
- Directed a cross-functional team of designers and developers to launch a responsive theme for the website.

ENTREPRENEUR AND CONSULTANT Rendered Marketing | Remote | 2010 - 2014

- Provided email marketing strategies, test plans, and email design services.
- Designed and developed email templates from scratch using HTML and CSS.

PRODUCT MARKETING MANAGER WEX Inc. | South Portland, Maine | 2006 - 2011

- Managed the email and webinar marketing channels.
- Collaborated with other marketing managers, product managers, sales, designers, and the marketing analytics team.
- Managed results reporting and budget reporting.

MARKETING PROGRAM MANAGER WEX Inc. | South Portland, Maine | 2005 - 2006

- Developed integrated marketing plans for 30+ trade shows per year.
- Managed a marketing budget of \$100k for a single, high-profile trade show that included booth design, sponsorships, advertising, travel logistics, etc.

ANDREA TRIPP

INDUSTRY VOLUNTEER

MARKETING COMMUNICATIONS COMMITTEE

HighEdWeb Association | Remote | 2018 - 2021

- Served as the Interim Chair of the Marketing Communications Committee in 2020.
 - Wrote blog articles for Link: The Journal of Higher Education Web Professionals (link.highedweb.org).
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EDUCATION

BA in Communication | University of Maine, Orono, Maine

Minor in Public Relations; magna cum laude; high honors

MBA in progress | University of Maine, Online

AACSB-Accredited

PROFESSIONAL DEVELOPMENT

HighEdWeb 2022 Annual Conference

October 2022

HighEdWeb Association, Remote

Crucial Conversations Training

April 2021

University of Southern Maine Professional Development, Portland, Maine
