

ANDREA TRIPP

Strategic Marketing Leader | Brand & Digital Experiences | Creative Strategy

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SUMMARY

Strategic marketing leader with 15+ years of experience building brands through authentic storytelling, digital experiences, and customer-centered content strategy. Blends creative vision and empathy with UX thinking, website strategy, and data-informed decision-making to strengthen brands and engage audiences.

CORE COMPETENCIES

Brand Strategy • Integrated Marketing • Content Strategy • Digital Marketing • Campaign Strategy • Product Marketing • Go-to-Market Strategy • Demand Generation • Customer Engagement • Website Strategy • SEO & AEO • Marketing Analytics • Conversion Optimization • Marketing Communications • Social Media Strategy • Creative Direction • Cross-Functional Leadership • Team Leadership • AI-Assisted Marketing Workflows • Figma • Adobe Creative Suite • GA4

PROFESSIONAL EXPERIENCE

The Landing School of Boatbuilding and Design in Arundel, Maine

A nationally recognized nonprofit trade school specializing in boatbuilding, marine systems, and yacht design education

Director of Marketing & Admissions (December 2025 - present)

Led brand strategy, digital experience, marketing communications, and creative direction for a mission-driven marine education organization. Developed the organization's first comprehensive brand guidelines, establishing a foundation for consistent visual identity, messaging, and brand expression. Led website strategy and UX improvements to strengthen the digital experience and better support prospective students. Developed integrated marketing campaigns and content across social media, email, web, photography, and video, using authentic storytelling to showcase programs, people, and student experiences. Led marketing strategy and admissions communications, partnering cross-functionally to align messaging, recruitment efforts, and the overall prospective student experience.

Unity Environmental University Distance Education in New Gloucester, ME

A private nonprofit university offering primarily online degree programs to more than 10,000 learners

Contract Marketing Associate (May 2025 - November 2025)

Designed and developed a gamified, asynchronous orientation experience for Distance Education students, using UX strategy, storytelling, and interactive design to foster connection, progression, and preparedness. Created a 12-page interactive Figma prototype, eight onboarding videos, and an original student character while applying accessibility and SEO best practices. Leveraged emerging digital tools and AI-assisted workflows to improve creative development and content production while maintaining a human-centered experience.

University of Southern Maine in Portland, Maine

A public university with three campuses offering over 300 undergraduate and graduate programs

Associate Director of Web Marketing (January 2018 - January 2025)

Led web strategy and digital experience for the University of Southern Maine, overseeing a 5,000-page website and guiding content strategy, UX, accessibility, SEO, and governance. Led a major website redesign that increased user engagement by 70%, using analytics and audience insights to improve the user experience. Partnered with marketing,

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communications, academic, and administrative teams to align digital strategy with institutional goals and establish sustainable web standards.

Interactive Marketing Manager (October 2011 - January 2018)

Managed digital marketing initiatives and web experiences for the University of Southern Maine, developing strategies that connected audiences with programs, services, and institutional content. Led website content development, email marketing, social media, SEO, and digital campaigns while collaborating with cross-functional teams to improve engagement and strengthen the university's digital presence. Helped establish the foundation for the web strategy and governance responsibilities later assumed as Associate Director.

WEX in South Portland, Maine

A global commerce platform providing SaaS solutions for fuel and fleets, employee benefits, and business payments

Product Marketing Manager (October 2006 - October 2011)

Led product marketing and email strategy to drive cross-sell opportunities for new and existing products. Collaborated with product, sales, creative, and analytics teams to plan, launch, and optimize targeted campaigns across digital touchpoints. Managed campaign execution, performance tracking, and budget reporting using Campaign Monitor and Lyrus, while developing hands-on expertise in HTML email design and coding. Supported product launches through integrated campaign planning and execution, contributing to customer engagement and lead generation.

Marketing Program Manager (September 2005 - October 2006)

Developed integrated marketing strategies for 30+ trade shows annually, coordinating booth design, sponsorships, print and digital advertising, direct mail, and on-site experiences. Served as trade show manager, email newsletter editor, and direct mail coordinator, ensuring consistent messaging and execution across channels. Promoted to Product Marketing Manager after demonstrating strong strategic project management and cross-channel marketing skills.

EDUCATION

University of Maine in Orono, Maine
BA in Communication
Minor in Public Relations
Magna cum laude, high honors