

Andre Letourneau

2510 East Lake Bluff Blvd. | Shorewood, WI 53211 | 414.322.5097

Education

COMMUNICATION ARTS, BACHELOR OF SCIENCE, UNIVERSITY OF WISCONSIN-MADISON

- GPA 3.0
- Certificate in Digital Studies
- Applicable Courses: Theory and Practice of Persuasion, Communication and Human Behavior, Quantitative Research in Communication, Digital Media Production
- Graduated May 2020

Skills & Abilities

COMMUNICATION / INTERPERSONAL

- Excellent written communication skills, including editing, proofreading, and articulating complex ideas
- Detail-oriented, with high standards for quality, relevance and consistency of content
- Self-motivated and able to work well independently or on a team
- Strong organizational and time management skills

TECHNOLOGY

- MS Office suite (Word, Excel, PowerPoint) and Office 365 (SharePoint, Stream, Yammer)
- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Dreamweaver, Audition, Premiere)
- Social Media platforms (Facebook, Twitter, Tumblr, Instagram, YouTube, etc.)
- Customer Relationship Management software (SharpSpring)

LEADERSHIP

- President, UW Fiction Writers' Association: Discussion Leader for critiques of literature authored by myself and members, organized activities such as group study sessions and literature-related events

Experience

KEYSTONE CLICK | MARCH TO JULY 2022

- Wrote & produced digital marketing content including blog posts, podcasts, emails, social media posts, and presentations
- Managed leads, sales pipelines, contact lists, and email automation in SharpSpring

CUSTOMER EXPERIENCE INTERN | ROCKWELL AUTOMATION | MAY TO AUGUST 2019

- Completely redesigned Customer Experience internal SharePoint site, including graphics and type
- Organized the project, coordinated and led meetings, collaborated with 15+ other employees
- Interviewed many salespeople and wrote/edited stories promoting customer-centric culture based on their experiences
- **Obtained Lean Six Sigma Yellow Belt certification**

PROFESSIONAL FREELANCE ARTIST | 2014 TO DATE

- Executed numerous commissioned digital illustrations, many for repeat customers



Aug. 28, 2019

It's my pleasure to recommend Andre Letourneau for a role in Marketing.

Andre and I worked together at Rockwell Automation in Milwaukee, Wisconsin, where I was his manager during the summer of 2019. Andre's role was to create a compelling Intranet site from scratch for my business group, utilizing the company's standards and tool. Andre used his outstanding writing skills and technology understanding to morph our existing static collateral into a modern and interesting site that will reduce calls to my team, increase efficiency for our sales team, and encourage all employees to be more customer-centric.

I thoroughly enjoyed my time working with Andre and his witty personality. Andre displayed a great blend of listening to direction, and still offering his own thoughts on what might work better – in a space where he had no existing knowledge about our company, our tasks, or our customers. In short, he quickly became a contributing member of our team. He took on a significant undertaking, prioritized the elements, and delivered key results on time. I could see Andre succeeding in any number of Marketing roles – from writing to creative to technology.

Andre always had a positive attitude, appeared comfortable working with all levels of employees, and was not afraid to reach across the company to get the information necessary for delivering a great outcome.

I confidently recommend Andre, as I know that he can be a great addition.

Please feel free to contact me at 414.467.1136 should you like to discuss Andre's qualifications and experience further.

Best wishes,

Dave Blair
Director of Customer Experience
Rockwell Automation