

Andrea Lazo

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PROFESSIONAL SUMMARY

Visionary marketing and design leader with global experience in creative campaigns, communication leadership, media engagement, and e-marketing to drive measurable outcomes. I focus on authentic storytelling and innovation to create meaningful connections and redefine the marketing landscape.

PROFESSIONAL EXPERIENCE

Jhpiego; Johns Hopkins University Affiliate, Baltimore, MD

September 2024 – Present

Marketing Manager

- Develop and execute the annual marketing and communications strategic plan, aligning with organizational goals and driving 42K+ new followers and 6.2M impressions in 2025 on social media, achieving 91% of social growth goal and 82% of engagement goal
- Project manage Jhpiego's global website redesign and brand refresh initiative, overseeing cross-functional teams, creative partners, and executive stakeholders to deliver a modernized, user-centered digital presence that strengthens brand identity and accessibility
- Lead high-visibility, multichannel campaigns (social media, video, influencer partnerships, paid advertising) to drive engagement including with Olivia Rodrigo and Grey Advertising, resulting in \$1M+ in donations, 4K+ new followers, and 250K+ impressions
- Define and enforce brand standards across global campaigns, ensuring consistency in visual identity, messaging, and positioning across multiple platforms, and successfully launching new channels such as BlueSky to expand reach
- Maintain and analyze digital performance dashboards, leveraging Google Analytics and SEO insights to shape strategy and improve conversion rates and drive 32K+ video views and 14K+ new website visitors across campaigns in 2025
- Benchmark ROI of advertising spend and optimize the marketing mix, reallocating budget needed to maximize impact
- Report KPIs and campaign ROI to senior leadership, covering immediate campaign demands and long-term brand goals
- Lead, mentor, and grow marketing team, setting performance targets and fostering a collaborative culture
- Manage priorities and resources, including content calendars, strategic meetings, and global events.

Solid Waste Association of North America, Remote

August 2022 – July 2024

Director of Marketing & Digital Communications

- Developed strategic communication plans, boosting audience engagement by 30% and event attendance by 25%
- Collaborate with senior leadership and various departments to conceptualize and implement corporate promotions and communications, resulting in a substantial 25% boost in WASTECON's event attendance.
- Increase SWANA's training center attendance at SWANA events by 20% by strategically optimizing digital advertising on LinkedIn, Meta, and Google Ads; organic social media engagement, and a robust e-mail marketing campaign.
- Supervise art direction activities, ensuring adherence to project timelines and quality standards, achieving a 95% completion rate on creative deliverables within designated timeframes.
- Promoted 40% online audience engagement by directing the creation of the Chapter Engagement Toolkit for SWANA Chapter leaders to promote SWANA events and increase social media engagement among chapter members.
- Innovate and optimize web communications to raise SEO performance and enhance organic keyword search results.
- Represent senior leaders to the public through a versatile range of communications, encompassing emails, social media posts, blogs, press releases, and public commentary.
- Facilitate cross-departmental collaboration by serving as the content marketing leader, resulting in a 20% increase in user satisfaction scores across SWANA's online properties within six months.
- Direct and mentor a nationwide team of 3 marketing, design, and web professionals to boost their skills and productivity.

Solid Waste Association of North America, Remote

July 2020 - August 2022

Media Design Manager

- Managed and organized a diverse portfolio of over 10,000 assets including photos, videos, audio interviews, logos, and brand materials, ensuring efficient retrieval and utilization for various projects and campaigns.
- Delivered a 25% improvement in brand recognition by redesigning both internal and external brands.
- Directed the design process encompassing print, digital, email, advertising, and video for key marketing campaigns.

- Increased leads and grew event conversion rate by 15% by collaborating with 10 media partners and exchanging digital and print advertising.
- Supervised print vendors, photographers, videographers, and design contractors with up to \$5,000 in savings for one event.
- Re-engineered the marketing, digital design, and web internship program, resulting in a 50% improvement in the quality of talent recruited from universities across the United States and a 90% career advancement rate.

Solid Waste Association of North America, Silver Spring, MD

July 2017 - July 2020

Graphic Designer

- Designed and updated detailed graphics to polish marketing campaigns.
- Championed creative direction and cross-departmental communication, translating abstract concepts into tangible designs to align with project objectives.
- Maintained a meticulous commitment to brand consistency by aligning all publications, logos, and advertisements to the style and brand guidelines.
- Strengthened print process efficiency and reduced errors by 25% through strategic vendor collaboration, resulting in a 20% decrease in production costs.

Embrace Home Loans, Columbia, MD

August 2016 - July 2017

Graphic Designer, Assistant Manager

- Increased homebuyer seminar attendance by 50% by creating realtor campaigns, and utilizing paid and organic social media, email, and print marketing.
- Elevated online presence on social media platforms by 15% by implementing targeted marketing tools and strategies.
- Managed a team of seven loan officers, coordinating communication between employees, realtors, and homebuyers.
- Identified and pursued 10 new event and sponsorship opportunities, resulting in a 30% increase in community engagement and a rise in brand exposure.

EDUCATION

Full Sail University- Winter Park, FL
Master Of Fine Arts, Media Design

2019-2020

University of Maryland Global Campus- Largo, MD
Bachelor Of Arts, Graphic Communications

2013-2018

Howard Community College- Columbia, MD
Associate Of Arts - Graphic Design

2010-2012

SKILLS AND CERTIFICATIONS

CERTIFICATIONS

Social Media Marketing – Hubspot Academy
Content Marketing – Hubspot Academy
Inbound Marketing – Hubspot Academy
Google Analytics

LANGUAGES

English – Fluent; Spanish – Fluent

TECHNICAL

Graphic Design, Creative Writing, Print and Digital Design, Social Media Design, Event Branding, Data Analytics, Adobe Creative Suite, Microsoft Suite, WordPress, HubSpot, Email Marketing, Remarketing, Copywriting, Copy Editing, Budget Management, Blackbaud

CORE

Leadership, Performance Management, Training, Coaching, Marketing Campaign Strategy, Creative Direction, Written and Oral Communication, Organization, Detail-Oriented, Multitasking, Succeeding in a Fast-Paced Environment, Deadline-Based Environment, B2B, B2C