

Andrea Nelson

Communications Specialist, Marketing Coordinator, and Administrative Professional

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Professional Summary

Organized and people-focused professional with experience in events coordination, public relations, bookkeeping, human resources, and management. Skilled in relationship building, scheduling, organization systems, training support, and creating positive environments for students, families, and staff. Strong background in communications, multitasking, and operational coordination.

Education and Training

Bachelor of Arts in Public Relations/Advertising

University of Central Florida

Experience

Wasatch and Wool: Bookkeeper November, 2025–May 2026

- Setup initial Quickbooks account information for Wasatch and Wool
- Balance books monthly
- Ensure accurate Profit and Loss statements
- Send documents to tax experts

Edustaff Staffing: Substitute Teacher for elementary and middle school 2024–Current

- Build positive classroom relationships that support student engagement and safe learning while solving conflicts in a fast-paced classroom

Lifeshouse Performing Arts: Acrobatics Coach and Prop/Costume Assistant 2021–2024

- Transported, set up, and broke down props and costumes between the studio and events
- Created an organizational system for props that improved efficiency during event preparation
- Maintained an organizational system for costumes to facilitate efficient show prep
- Coordinated with staff and performers to support event readiness and team operations
- Created and built up the first tumbling/acrobatics program at Lifeshouse to 50 students
- Promoted Acrobatics program through word-of-mouth advertising and clear copy for website

Gymcats Gymnastics: Marketing Director 2018–2021

- Promoted special events through social media, email, print advertising, and word-of-mouth campaigns
- Optimized emails to prospective clients to increase open and click-through rates by 15% and create positive brand awareness
- Created fun and compelling content for social media pages and paid advertisements to build brand awareness and word-of-mouth advertising using target audience projections and A/B testing models
- Reached out directly to clients to provide updates and reminders, keeping them informed and fostering positive communication lines between clients and management
- Operated funnel campaigns to turn interest into action and encourage interested families to come in and experience a class, creating face time with parents
- Maintained website consistency and worked with technical staff to keep content relevant and up to date

Gymcats Gymnastics: Office Director 2011–2018

- Managed work schedules for 20+ employees to cover assigned classes.
- Interviewed and hired gym staff for various roles based on abilities that best improved and added to the company's goals
- Trained employees on general procedures, gym rules, and duties, as well as gymnastics spotting and proper teaching techniques
- Implemented effective social media strategies to facilitate new business and create relationships with existing customers
- Fostered a positive working environment for all employees by encouraging staff members to voice opinions and concerns and offering helpful feedback
- Created class schedules for an average of 400 students according to customer needs and gym capacity
- Generated invoices and oversaw customer accounts for over 300 families. Including handling disputes, late payments, and discussing concerns with clients

Gymcats Gymnastics: Gymnastics/Tumbling Coach 2010–2021

- Developed relationships with students and parents to provide ongoing support and encouragement while engaging students with creative teaching strategies
- Motivated children from preschool to high school to further develop gymnastics skills, as well as perseverance, mental toughness, and teamwork

Skills and strengths

Employee Relations and Conflict Resolution

Email Campaigns with Constant Contact and HubSpot

Scheduling and Coordination using organizational systems

Microsoft Office suite

Creativity programs: Articulate Storyline and Rise, and Canva

Google Workspace suite

Event Coordination, including promotion and organization

Social Media Campaigns, FB, Instagram, YouTube, TikTok

Wordpress website building

Experience with AI ChatGPT and Gemini

References

Michele Sauk, Owner, Gymcats Gymnastics, 801-414-7144

Tracy Steck, Manager, Lifehouse Performing Arts, 801-602-9538

Leisa Smith, Director, Gymcats Gymnastics, 801-597-3335