

Andrea Dogbo
Litchfield Park, AZ | Open to Relocation | (602) 471-4425
andreadogbo@yahoo.com | linkedin.com/in/andrea-dogbo | Portfolio URL

Professional Summary

Marketing professional with a master’s degree in marketing and experience in content development, branding, customer insights, and campaign strategy. Combines hands-on marketing project experience with four years of customer relationship management, cross-functional collaboration, and audience-focused communication.

EDUCATION

W. P. Carey School of Business at Arizona State University	July 2026
Marketing Masters	Tempe, AZ
Relevant Coursework: Digital Marketing, Statistics for Business, Brand Management	

Arizona State University	May 2024
Bachelor of Science (BS), Business Marketing	Tempe, AZ
- Relevant Coursework: Consumer Behavior, Marketing Research, Global Marketing Management, Services Marketing Strategy - Honors: Cum Laude	

MARKETING PROJECT EXPERIENCE

Artistic Apothecary | Marketing Consultant — Remote | August 2026

- Designed a high-resolution fundraising infographic that translated complex financial information into clear, engaging visuals, contributing an estimated \$4,212 in value to Artistic Apothecary
- Developed three creative concepts and incorporated stakeholder feedback through multiple revision rounds to deliver a polished, brand-consistent final design for the organization’s fall fundraising campaign

CloudCycle | Marketing Consultant — Phoenix, AZ | Aug 2024–Aug 2025

- Developed a small-business marketing strategy covering target audiences, brand positioning, digital content, and opportunities to increase awareness and engagement
- Produced and edited multimedia content for social media and the company website, strengthening CloudCycle’s digital presence and brand consistency
- Contributed to logo development and brand guidelines to establish a cohesive, recognizable visual identity

PROFESSIONAL EXPERIENCE

State Farm — Tempe, AZ

Claims Adjuster| December 2024–Present

- Managed a high-volume caseload using internal systems to prioritize activities, track progress, and maintain a consistent customer experience
- Collaborate with cross-functional teams and external vendors to resolve complex issues and communicate accurate, customer-focused information
- Developed and delivered Diversity and Inclusion presentations, translating complex topics into engaging content for internal audiences

- Adapted messaging and service approaches to meet different customer needs, priorities, and communication preferences

Customer Care Associate, Retention II | February 2022–December 2024

- Built and maintained customer relationships by identifying needs, addressing objections, and presenting solutions designed to improve retention
- Used CRM and internal systems to document customer interactions, manage follow-ups, and maintain accurate customer information
- Applied customer insights and persuasive communication to explain product value and support informed purchasing and retention decisions
- Partnered with internal teams to resolve customer concerns and deliver a consistent experience across multiple service touchpoints

SKILLS & ACTIVITIES

- **Marketing:** Content Strategy, Social Media Marketing, Branding, Copywriting, SEO, Marketing Research, Consumer Behavior, Graphic Design, Photography
- **Analytics and Technology:** Excel, Tableau, Qualtrics, CRM Platforms, Canva, Google Workspace, Microsoft Office, Adobe Photoshop, Adobe Lightroom.
- **Professional:** Customer Insights, Customer Experience, Cross-Functional Collaboration, Project Management, Presentation Development