

Andrea Townsend

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Professional Summary

Experienced and versatile Marketing & E-Commerce Manager with a strong foundation in off-road and automotive aftermarket industries. Skilled in digital marketing, vendor management, Shopify operations, customer service, and content creation. Known for building scalable systems, fostering vendor and customer relationships, and delivering practical solutions that drive growth. Passionate about off-road culture, content strategy, and brand storytelling.

Skills & Tools

Shopify · Email Marketing (Omnisend) · Affiliate Marketing · Vendor Relations · Product Launches · Content Writing · SEO · Customer Service · Order Management · Inventory Coordination · Social Media Strategy · Adobe Creative Cloud (Photoshop, Premiere Rush) · Epicor Prophet 21 · Google Workspace · Drone Photography (FAA Part 107 Certified)

Professional Experience

Marketing & E-Commerce Manager (Contract)

E-commerce Brand – Off-Road Automotive | Mar 2023 – Present

- Manage marketing operations and e-commerce for a leading off-road parts retailer with over 80,000 SKUs.
- Maintain vendor relationships, product data, and pricing accuracy using Shopify and Excel audits.
- Develop blog posts, buyer guides, and SEO-optimized content to increase organic traffic and conversions.
- Coordinate email campaigns, affiliate recruitment, and social media strategy to support growth and retention.
- Resolve customer service escalations, chargebacks, and logistics issues by working directly with vendors and fulfillment teams.

Founder & Owner

Denali Media LLC – Austin, TX | Jan 2020 – Present

- Provide social media management, content creation, and brand consulting services to small businesses and automotive clients.
- Manage Instagram pages including @TheDaily4Runner and other niche accounts.

- Create and schedule photo/video content, reels, and marketing campaigns using tools like Adobe Creative Cloud (Photoshop, Premiere Rush).

Inside Sales & Sales Administrator

Oslin Nation Company – Pflugerville, TX | Apr 2016 – Jul 2017

- Quoted and processed orders using Prophet 21 and other ERP systems for mechanical parts distribution.
- Managed vendor communication, customer accounts, and administrative workflow for regional sales support.

Project Lead Processor / Data Specialist

The Blue Book Building & Construction Network – Jefferson Valley, NY | Jul 2012 – Jan 2016

- Maintained accurate project and company data in CRM systems for commercial construction clients.
- Supported editorial team with lead classification, research, and administrative functions.

Education

Western Connecticut State University

Bachelor of Arts – Political Science

Minors: Psychology · Justice & Law Administration

Certifications

- FAA Part 107 Drone Pilot