



ANDREA FORNERO

STORYTELLING STRATEGIST

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RECENT JOB EXPERIENCE

- 2022 - 2024 Calistoga Mining Corp. / Store Manager**
Upkeep and maintain sales goals, continued education in product knowledge, problem-solving, cleanliness standards, and positive customer service.
- 2017 - 2018 Michaels Inc. / Certified Framer & Department Manager**
Hired at Aaron Brothers, transferred to Michaels. Responsible for sales; design & execution of framing projects. Shop cleanliness, supply and project management.
- 2013 - 2017 TarValon.Net Inc. / Marketing Director**
Volunteer. Responsible for the visual appearance of all marketing and branding material, social media and internal. Recruiting, staffing and training. Full rebranding efforts & Social Media Development
- 2005-2010 Starbucks & Independent Coffee Houses. / Barista & Coffee Master**
5 years of progressive experience in diverse coffee shops, achieving Coffee Master. Strengthened interpersonal skills, multitasking proficiency.

EDUCATION

- 2024 Google Professional - Coursera**
Professional Certificate - Project Management
In pursuit of a certification to enhance proficiency in project planning, execution, and stakeholder management. Developing skills in project scheduling, risk management, and strategies to drive successful project outcomes.
- 2008 CDI College - Abbotsford, BC**
Associate's Degree - Web & Graphic Design
Achieved proficiency in a comprehensive 2-year curriculum, encompassing web design, graphics, JavaScript, HTML, SQL, and Adobe Photoshop, within an accelerated 8-month timeframe. This rigorous program also featured a 2-month practicum experience
- 2001-2004 University of Northern British Columbia**
General Studies
Focus on diverse subjects including Women’s Studies, Literary Analysis, and Creative and Critical Writing.

SUMMARY

About Me

As an Storytelling Strategist, with a diverse background spanning retail management, web design, and project management, I excel in driving innovative solutions and strategic initiatives.

With over 15 years of freelance experience in web design and branding consultation, complemented by extensive retail and managerial roles, I bring a unique blend of creativity, analytical thinking, and organizational prowess to every project.

Currently pursuing a Professional Certificate in Project Management, I am sharpening my skills in project planning, execution, and stakeholder management to deliver impactful results in dynamic environments.

PROFESSIONAL SKILLS

- + CREATIVE DEVELOPMENT VISUAL BRANDING & MERCHANDISING ○○○○○○○○
- + CRITICAL THINKING CREATIVE PROBLEM SOLVING ○○○○○○○○
- + CUSTOMER SERVICE ENGAGEMENT & BUILDING TRUST ○○○○○○○○
- + INTERPERSONAL SENSIBILITY EMPATHY & AWARENESS ○○○○○○○○
- + LEADERSHIP & MENTORSHIP COMMUNITY & RETAIL MANAGEMENT ○○○○○○○○
- + METICULOUS ORGANIZATION & EFFICIENCY BUILDING ○○○○○○○○
- + PROFESSIONAL GROWTH SKILL DEVELOPMENT ○○○○○○○○
- + TECHNICAL PROFICIENCY CMS, MO, OS-PC/MAC, & POS SYSTEMS ○○○○○○○○

REFERENCE

Available upon request.