Andrea Fornero

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PROFESSIONAL SUMMARY

Systems-oriented professional experienced in translating operational needs into structured data tools, standardized tracking systems, and automated reporting workflows. Combines requirements analysis, technical troubleshooting, and practical systems development to improve data consistency, information visibility, and business processes.

CORE COMPETENCIES

Regulatory & Municipal Code Research
Requirements Interpretation & Application
Permit Documentation & Sign Plan Review
Procedural Documentation & Standardization
Information Verification & Records Accuracy
Operational Procedure Evaluation
Documentation Gap Identification
Technical Research & Findings Documentation
Administrative Process Review
Cross-Jurisdictional Requirements Research

PROFESSIONAL EXPERIENCE

PROJECT MANAGER / STRATEGIC PLANNING COORDINATOR / PROJECT COORDINATOR

ES&A Signs & Awning — Eugene/Springfield, Oregon — 2 Years

- **PROGRAM REQUIREMENTS & DOCUMENTATION** — Served as the primary operational driver and customer contact for the nationwide Dutch Bros Wing Extension Program, coordinating site-specific requirements, shipment specifications, and program documentation across approximately 1,000 locations.
- **REGULATORY & MUNICIPAL CODE RESEARCH** — Researched and interpreted municipal sign codes across multiple states and jurisdictions, identifying local requirements applicable to custom signage and permitting.
- **REQUIREMENTS REVIEW & APPLICATION** — Compared sign plans and project specifications against jurisdiction-specific requirements, identifying documentation needs and potential compliance gaps before permit submission.
- **TECHNICAL RESEARCH & VERIFICATION** — Gathered, validated, and organized regulatory and project information, supporting accurate permitting documentation and consistent internal decision-making.
- **PROCEDURAL DOCUMENTATION & STANDARDIZATION** — Standardized recurring project information and tracking documents across national accounts, improving records consistency, information accessibility, and cross-team handoffs.
- **INFORMATION SYSTEMS & PROCESS IMPROVEMENT** — Identified gaps in existing business systems and developed supplemental tracking and reporting tools, improving data visibility and operational follow-through.

STORE MANAGER / ASSISTANT MANAGER / SALES ASSOCIATE

Calistoga Mining — Eugene, Oregon

- **SALES GROWTH & PERFORMANCE RECOVERY** — Increased overall store sales by 20% and grew sales by 50% in a product category that had previously experienced a sustained 70% decline.

- **OPERATIONAL STANDARDS & DOCUMENTATION** — Created training documents and operational standards subsequently shared by the regional manager with applicable stores.
- **TEAM LEADERSHIP & OPERATIONS** — Coordinated staff training, customer service, merchandising, sales priorities, and daily store operations.

CUSTOM FRAMING & RETAIL OPERATIONS — Michaels Stores / Aaron Brothers Art and Framing
Santa Clarita, California; Eugene, Oregon | April 2016 – January 2020

- **CUSTOM PROJECT EXECUTION** — Translated customer requirements into finished framing projects, balancing materials, dimensions, construction requirements, and presentation.
- **TECHNICAL PROBLEM-SOLVING** — Applied hands-on product expertise to resolve project-specific challenges. Received **Excellence in Service** recognition.

ORGANIZATIONAL & VOLUNTEER LEADERSHIP

TARVALON.NET, INC. — Community Administration | December 2009 – 2020
Selected roles: Director of Marketing; Master of the Watch

- Led marketing activities and coordinated community initiatives; developed guidebooks, codes of conduct, and reference documentation supporting organizational standards and collaboration.

JORDANCON, INC. — Art and Artist Track Director | September 2023 – Present

- Lead the Art and Artist track; previous contributions include art show management, charity events, programming, and awards.

Additional Community Leadership: Dragonmount.com and other online communities; approximately 20 years of experience in administration, moderation, collaborative projects, and community management.

ADDITIONAL PROFESSIONAL EXPERIENCE

- Target — General Merchandise Associate | Eugene, Oregon | December 2021–August 2022
- Northwestern Mutual — Associate Financial Representative | Santa Clarita, California | July 2018–April 2019
- IIAS — International Internet Advertising Services | Abbotsford, BC, Canada | September 2008–March 2010
- NOVA Group — ESL Language Instructor | Koriyama, Japan | January–October 2004

EDUCATION

Professional Certificate in Project Management — Coursera, June 2024
Project planning; Agile and Waterfall methodologies

Associate Degree, Web Design & Graphics — CDI College, 2008

University Coursework, General Studies — University of Northern British Columbia (UNBC)
Approximately 3.5 years completed, degree not completed

High School Diploma — Cedars Christian School, 2001