

**ANDREA W. BATES**  
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**PROFESSIONAL PROFILE**

- **Seasoned professional and consultant with a diverse skill set**, a “no fail” attitude, and a consistent track record of delivering on time.
- **Ten years of marketing and communications experience** with 6 years’ IT Communications, Change and Project Management experience
- **Solid decision making and communication skills**; respond to challenges, read and understand people well and treat them fairly.
- **Demonstrated ability to establish and maintain effective working relationships** with clients and colleagues.

*Demonstrates broad strengths in:*

Project Management  
Team Leadership  
Strategic Planning & Execution  
Channel Strategy & Management  
Event Planning & Execution  
Copywriting  
Video & Television Production

**PROFESSIONAL EXPERIENCE**

CAPITAL ONE / AQUENT CONSULTANT, Richmond, Virginia office

**IT Communications Team Member, Project Manager & Consultant** (2008–Present) — Worked alongside IT Communications leadership to consult with internal IT Clients in need of Project and Program Communication assistance. Oversaw and lead the development of new channels to support the IT Communications infrastructure. Highlighted projects are as follows:

- **Enterprise Services Portal:** Developed strategy and plan for the creation and implementation of an intranet portal channel to support the Enterprise Services group within Capital One, as well as supporting processes such as the development of an online Production calendar. Lead a ten-member, collaborative team through all appropriate project phases and milestones.
- **Technical Support Portal:** Developed strategy and plan for the creation and implementation of a Technical Support Portal for Capital One Associates. Intent of the project was to make Technical Support more visible to Associates, and to help cut operating costs by directing Associates toward self-help functionalities. Wrote business case, performed necessary data and systems analysis, and lead a five-member team through development and implementation. Implementation has resulted in a 2M dollar savings for Capital One.
- **IT Communications Intake Process & Self-Service Toolkit:** Assisted IT Communications leadership with creating a back-end process for managing IT clients and their communication needs. This included the design, development, and implementation of an intake process to assess client needs against Service Level criteria and manage traffic/labor loads. Assisted with the creation of a Self-Service toolkit for those IT Clients in need of Communication assistance that did not meet criteria for allocated Communications support.
- **Collections Speed Initiative:** Served as the Change Management and Communications lead for the US Card/Collections IT Speed Initiative, which was implemented for the purposes of improving process management within the Collections PMO.
- **Chevy Chase Bank Integration (CCBi):** Worked as a member of the Change Management workstream to develop the CCBi Conversion Communications Strategy.
- **Enterprise Customer Management (ECM) & eCommerce Communications:** Aided the ECM/eCommerce Line of Business with the establishment of departmental Communication protocols, and provided guidance and consulting expertise for the communications portion of the eCommerce Intake Process.
- **EOS Phase Two:** Served as the Communications Lead for Phase Two of the Enterprise Online Servicing (EOS) Program. Maintained channels developed under EOS Phase One, developed and implemented contingency Communication plans to assist with rollback of the project.

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**ADDITIONAL EXPERIENCE**

CAPITAL ONE / AQUENT CONSULTANT, Richmond, Virginia office

**Communications Lead, EOS Phase One** (2007–2008) — Served as Communications Lead for EOS Phase One. Responsible for overseeing all aspects of internal and change management communications for the program, to include assistance with Operations Readiness, Stakeholder Communications, Conversion Strategy, and Contingency Planning.

**Communications Lead, US Card IT Application Decommissioning Program** (2006–2007) — Communications Lead. Responsible for overseeing all aspects of communications planning relating to the program, and its many sub-projects (i.e., Oracle Consolidation Initiative, Cardholder Platform Decommissioning). Responsibilities included strategic planning, copy writing, graphic design, branding, message distribution, channel development and maintenance.

GODSEY & GIBB ASSOCIATES, Richmond, Virginia

**Marketing & Communications Director** (2003–2006)

**AWARDS, MEMBERSHIPS, & POSITIONS OF DISTINCTION**

OWNER/OPERATOR – WHOLE GHOST RECORDS

**Own and operate a boutique record label that deals in high-quality vinyl and mp3 distribution**

2007 BRONZE TELLY AWARD WINNER

**Concepted, directed, and produced :30 Second Commercial, "Assembly Line" (Flagstick Custom Golf)**

VIRGINIA MUSEUM OF FINE ARTS' BUSINESS COUNCIL

**Former Event Committee Chair and Public Relations Chair for Muse Awards (2006 – 2008); Board Member**

THE MARCH OF DIMES – VIRGINIA CHAPTER

**Former State Communications Chair (2007 – 2009)**

**COMPUTER & SOFTWARE SKILLS**

HIGHLY PROFICIENT IN:

**Microsoft Office Products (PowerPoint, Word, Excel, Outlook, OneNote, LiveMeeting), KnowledgeLink, Central Desktop.**

PROFICIENT IN:

**Microsoft Project, Visio, Access, and Sharepoint. Non-Linear Editing (NLE) programs such as FinalCut Pro, iMovie, and Adobe Premier.**

WORKING KNOWLEDGE OF:

**Crystal Reports, Adobe Photoshop, WordPress, and some HTML Protocols**

**EDUCATION**

STRAYER UNIVERSITY, Richmond, Virginia

**Candidate, Bachelor of Arts in Business Administration (concentration in Management)**

ROCKPORT COLLEGE, Rockport, Maine

**Filmmaking & Freelance Video Production**

THE UNIVERSITY OF VIRGINIA'S COLLEGE AT WISE, Wise, Virginia

**Theatre Major (concentration in Directing) / Philosophy Minor**