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**Andrea Yoch** · 3rd

President Andrea Yoch & Co.,  
President and Co-Founder Minnesota  
Women's Soccer


St Paul, Minnesota, United States ·

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Minnesota Women's Soccer



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## Experience



### President and Co-Founder

Minnesota Women's Soccer · Self-employed

Jun 2021 – Present · 3 mos



Launch Day



### President

Andrea Yoch & Co. · Self-employed

Feb 2016 – Present · 5 yrs 7 mos

Greater Minneapolis-St. Paul Area

Utilizing over 30 years of marketing experience to help businesses achieve their goals. Love working with any sized client and any sized project to activate influencer campaigns, social media management, paid media, events and ...see more



### Vice President

Minnesota United FC

Sep 2013 – Dec 2015 · 2 yrs 4 mos

Greater Minneapolis-St. Paul Area

Joined United 6 months after new ownership purchased the team as the first full time marketing and sales executive for the team. Established sponsorship department from scratch including rate cards, inventory for clients and pack ...see more



### Digital Sales and Marketing Manager

KARE 11

Apr 2004 – Sep 2013 · 9 yrs 6 mos

Greater Minneapolis-St. Paul Area

Responsible for digital revenue for KARE 11 through KARE's Digital Services which includes display advertising, sponsorships, SEO, SEM and Social Media solutions. Additional roles include assisting with special events and

### President

Northway Sales and Marketing

Jun 2000 – Apr 2004 · 3 yrs 11 mos

Specialized in helping high profile companies improve their Internet strategies both for content and revenue. Clients included the Minnesota Timberwolves, KSTP TV and Target Center

Show 4 more experiences ✓

## Education



### Boston College

Communications, Journalism

1985 – 1989

Activities and Societies: Heights newspaper

First female Sports Editor of the independent student newspaper, the "Heights."

## Volunteer experience



### Committee Volunteer

Minnesota Super Bowl Host Committee

Jan 2016 – Feb 2018 • 2 yrs 2 mos

Served as a community volunteer to help make the Minnesota Super Bowl an amazing experience for all attendees.



### Board Member

ACES (Athletes Committed to Educating Students)

Oct 2018 – Present • 2 yrs 11 mos

Children

Helping support ACES4Kids staff and community engagement through marketing and social media guidance.

